

ELECTRICAL MERCHANDISING

MAY • 1951

McGraw-Hill Publishing Co., Inc.
PRICE FIFTY CENTS



Mother's Day



Weddings



Graduation Day



Birthdays

Apex MAY MEMO

To: Apex Dealers

Subject: Apex Production Forecast

Here is a brief report on the Apex production picture: despite the fact that a fair percentage of our facilities is being turned to production of vitally important defense materials, Apex continues to produce a steady flow of highest quality appliances for your customers. As always you can count on Apex to supply the finest in hour-saving appliances. They're loaded with the features women want... features that can be dramatically demonstrated easily sold. Promote, demonstrate, display Apex Automatic Home Laundry appliances for top sales volume this month. Your Apex distributor will be glad to help you plan your program.

W. C. Scott
Vice President

CHALLENGES COMPARISON ON 5 MOST-WANTED COUNTS!

APEX

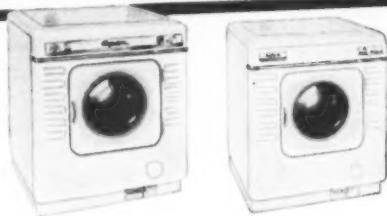
WASH·A·MATIC

automatic washer

...with the famous BOUNCING BASKET and the five biggest sales features you can offer any washer prospect!

1. **Higher Washability** — bouncing — turning — tumbling cleansing action gets clothes cleaner.
2. **Less Hot Water** — Uses less hot water than any other automatic washer — only 14 gallons for wash cycle.
3. **Shortest Complete Cycle** — Washes...rinses...dries...and fluffs the clothes in 27½ minutes.
4. **Longer Fabric Life** — Gentle, but thorough flexing and flushing washing action prolongs fabric life.
5. **Fluffed, Tangle-Free Clothes** — Fluffs the clothes at close of cycle, leaving them soft, tangle-free, easy to remove.

Dryer demand keeps growing!



... and you're set for every sale
with **APEX GAS and ELECTRIC**
automatic clothes dryers!

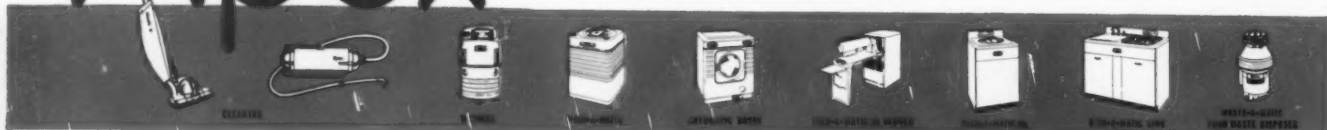
The fastest-growing appliance on the market—and Apex gives you the greatest opportunity to close more sales. You have both gas and electric models—with these sales-sure features...

1. 100% automatic thermostatic control
2. Lower, safer operating temperature
3. Vacuum drying principle—removes moisture for faster, more thorough drying
4. Higher evaporation rate—removes 11 lbs. of water per hour

Apex

HOUR-SAVING APPLIANCES

THE APEX ELECTRICAL MANUFACTURING COMPANY
CLEVELAND 10, OHIO





The Cover . . .

ALL THAT fancy ribbon on the cover means that in this issue we've wrapped up every good idea we could find on selling electric housewares. Besides Mother's Day, Graduations, Weddings and Birthdays, there are a host of good gift occasions. Most, if not all, are described on the following pages, but they all add up to the motto of NEMA's electric housewares section, "Give Electric Housewares—first choice for every gift occasion."

Drawing by James Lewicki



ELECTRICAL MERCHANDISING

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Vol. 83

ELECTRICAL MERCHANDISING

No. 5

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INTERNATIONAL COVERAGE BY

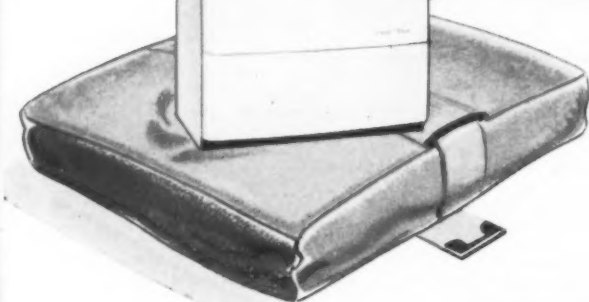


The bases ON THE

ON FIRST

**They've got Westinghouse
FROST-FREE* . . the one and
only refrigerator that COUNTS**

The salesman on the floor has only to explain how Frost-Free counts door openings to make the prospect see that it's the most sensible, foolproof defrosting system ever devised. Then when he follows up with the COLDER COLD story, points out the new styling inside and out, flips open the Giant Freeze Chest . . it's merely a matter of deciding which of the many Westinghouse models best fits the customer's needs.



ON SECOND

**They've got the fastest Range
Unit on the market . . the
SUPER SPEED COROX that GETS
RED HOT IN 30 SECONDS**

Translated into the homemaker's language this means that she can cook bacon and eggs in 3 minutes, piping hot soup for four in 3 minutes, afternoon tea in 2 minutes, frozen vegetables from a cold start to steaming hot in 3 minutes. This amazing speed, together with the New Miracle Sealed Oven, Color Glance Controls and a host of other features, gives the Westinghouse Range a commanding lead over competition.



REFRIGERATOR

DISHWASHER

CLEANER

IRON

ELECTRIC SHEET

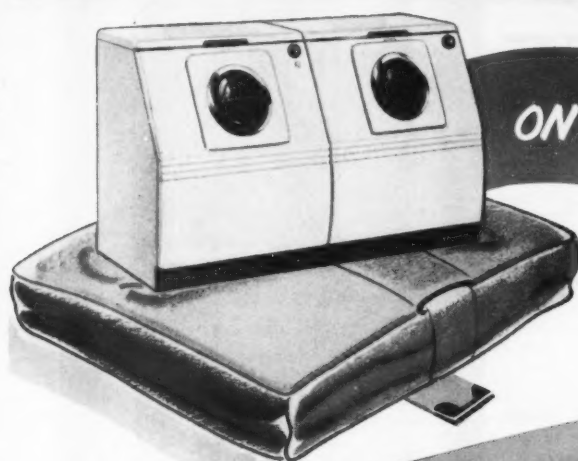
ROASTER OVEN

FAN

WATER HEATER



are loaded for retailers **WESTINGHOUSE TEAM**



ON THIRD

**They've got the famous
WESTINGHOUSE
LAUNDRY "TWINS"**

In the appliance field, getting the Merit Award of the American Society of Industrial Engineers is like winning a position on the All-Star baseball team. The Westinghouse Laundromat and Clothes Dryer are the only laundry equipment ever to win this Award of Merit. As a result it gives the Westinghouse retailer something to shout about. And when he backs it up with a strong sell on the Laundromat's exclusive Weigh-to-Save Door, and the Dryer's Dry-dial he's in position for a double-play sale.

Coming to Bat

A Big Scoring Advertising Campaign That's Going to Score a Grand Slam

With all our fine appliances in scoring position we at Westinghouse are seeing to it that there'll be no sales left stranded on the bases.

In May and June alone there'll be 41 colorful advertisements in 17 of America's leading magazines. Tying in closely with these hard slugging advertisements will be week after week commercials on Westinghouse STUDIO ONE-TV's

top dramatic show. And to focus the full force of this impact on the local Westinghouse retailer there is a full kit of point-of-sale display material—plus powerful newspaper advertisements.

Yes, retailers on the Westinghouse team are really playing in the big league!

WESTINGHOUSE ELECTRIC CORPORATION
Electric Appliance Division • Mansfield, Ohio

**YOU CAN BE SURE...IF IT'S
Westinghouse**

*Trade Mark: U.S. Pat. Issued Nos. 2,459,173 and 2,324,309

TOASTER



WASTE-AWAY



RANGE



ELECTRIC GRIDDLE



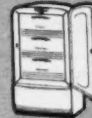
MIXER



LAUNDRMAT



HOME FREEZER



Public Acceptance Proves Smith-3-Way Water Heater Combination for a Lifetime!

- 1** The Only Water Heater That GROWS In Capacity
- 2** With Glass-surfaced Steel Tank That Can't Rust
- 3** Costs No More Than Ordinary Water Heaters

SMITH-3-WAY

Permaglas Automatic Electric Water Heater

Exclusive with A. O. Smith . . . it's the one water heater that grows in capacity to keep pace with the needs of growing families and future requirements of automatic washers, dishwashers and other appliances.

Wonderful for your customers . . . but what does it mean to you? No more sizing problems. One model gives you three sizes . . . cuts down inventories . . . gives you improved stock turnover . . . triple-wattage element eliminates stocking various size elements.

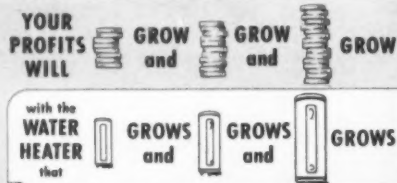
How does it work? Patented 3-way* lower element of multiple wattages of 1,000, 2,000 or 3,000 is rotated from the outside of the tank to adjust heating capacity to 50, 60 or 80 gallons—up or down—any time. Stratification in the 80-gallon tank does the rest!

Permaglas with glass-surfaced steel tank can't rust because glass can't rust . . . provides *permanent* protection against rust and corrosion. Your customers will get all the sparkling *clean* hot water they need . . . today or 10 years from now.

Permaglas now costs no more than ordinary galvanized water heaters! Mass-production economies achieved in producing more than a million A.O. Smith water heaters are passed on to you and your customers. *Permaglas* quality at the price of ordinary water heaters is your opportunity of a lifetime!

MAIL THE COUPON for all facts on this outstanding A. O. Smith development in electric water heating.

Patent Pending



A. O. Smith Corporation, Dept. EM-551
Water Heater Division, Kenosha, Illinois

Send us the complete story on the exclusive new SMITH-3-WAY, the automatic water heater that grows in capacity.

Name _____
Firm _____
Street _____
City _____ State _____



A.O. Smith

AUTOMATIC WATER HEATERS

Water Heater Division, Kenosha, Illinois

Boston 16 • Chicago 4 • Dallas 2 • Denver 2 • Detroit 21 • Houston 2
Los Angeles 12 • Midland 5, Texas • Milwaukee 2 • New York 17 • Philadelphia 3
Pittsburgh 19 • Seattle 1 • Tulsa 3 • Washington 6, D.C.
International Division: Milwaukee 1 • Licensee in Canada: John Inglis Co., Ltd.

The National Appliance-Radio-TV Picture

Reports of Business from ELECTRICAL MERCHANDISING's Regional Editors

The East



By ROBERT W. ARMSTRONG

“WHAT are we getting into, a depression?” asked one Philadelphia distributor.

The answer, of course, is no. But early in April it was almost a depression in contrast to the super-boom business of 1950 and early 1951. The break came earlier than expected, despite the warnings given by declines in TV sales and some eastern dealers were still too surprised to have done much about it at this writing.

The same distributor who was worried about a depression says of the slump, “It’s hit everybody and pretty much everything. Small appliances have been hurt the least of all.” But, in his area, at least, some dealers were trying to do something about it with increased promotion and advertising. “Nobody,” he says, “seems especially worried. They all think we’ll snap out of it and manufacturers, recognizing the problem, are trying to help with promotional assistance.” According to some Philadelphia dealers, that isn’t help enough: They want lowered prices, tell salesmen, “Come in here with a deal and we’ll listen to you.”

Automatics Never Stop. Out on Long Island the picture was much the same and what demand dealers could find was for hard-to-get automatic washers, small freezers and dishwashers. Says one Island spokesman, “During the last six months appliances followed a very orderly cycle: ordered from the distributor, placed on the floor or in the warehouse for a few days, then shipped out to eager customers. Now dealers are blinking at warehouses full of appliances and wondering what happened to those eager customers.”

On the retail level some mer-

chants were reacting fast and originality marked some of their promotional efforts. One dealer advertised a special offer of a five year service plan and guarantee with every TV set sold. Another advertised for “100 small screen sets to be used for summer rentals and traded in for new ‘51 big screen units.”

As usual, the slump didn’t faze the big time promoters. In New York City Dynamic Stores boldly announced in a two-page ad that it had bought out the entire TV stock of an out-of-town store and was offering them at sale prices. Another big chain went to bat early in April with an ad offering up to 40 percent off on a selected list of refrigerators, TV, washers (mostly conventional) and a few freezers.

Boston Tea Party. Income taxes, both state and federal, were blamed in the Boston area for “a sharp falling off in electrical appliance sales.” But, with typical New England recognition of economy, the citizenry is reported as responding to increasing use of the economy theme in electric range sales talks. One sanguine dealer says, “Despite the slump in appliance demand we are doing all right and paying our overhead, although we aren’t making any velvet. But I expect a decided improvement in business in May, because movement of people to summer homes will start soon and this is always accompanied by a pickup in appliance sales, especially socket devices, portable cookers and air heaters.”

A less optimistic dealer says, “To call it a falling off is a masterpiece of understatement. We still have good stocks of refrigerators and ranges. Shortage of money is the main cause of slow demand.”

Trouble with TV. Senator Ke-fauver’s gangsters are not the only people who’ve had their troubles with television. Up in Buffalo, N. Y., the sales slowdown in television stands out more sharply because white goods have not fallen off quite so badly as in other sections of the East. Look, for example, at these dealer comments:

“Television has dropped considerably and price cutting is rampant.”

“Television business at a standstill. We’re nearing the saturation point with 190,000 sets installed, 70 percent of the potential. Little improvement possible before fall and I expect heavy liquidations of inventories during the next few months.”

“TV sales are the worst they’ve ever been. Stocks are high and dealers are desperate and trying everything to lure business.”

Yet, in the same area the same dealers report that “washers are still making a good showing;” “Shortages continue in some white goods, especially deluxe ranges, large refrigerators and automatic washers.”

Washington Buy-Line. One honest Washington wholesaler admits “a decline in activity for practically all goods in the major appliance line,” due partly to Easter buying and income taxes. But the same firm says laundry equipment is in heavy demand, radios and ranges in good demand, though the last are in short supply. Similar expressions come from other Washington distributors, but some retailers paint a slightly different picture. Says one: “Sales in all items are way off, approximately 70 percent compared with the last quarter of 1950. “Says another: “The last three weeks (in March) have been slow in all items. We have to do a little price cutting of TV sets to keep up with the competition. Small appliances are fair, haven’t been hurt too much. Radio sales are very quiet.”

The most cheerful Washington story comes from a department store. “Major appliances,” says a spokesman, “are selling very well, with refrigerators leading the list. Ranges are in good demand, but scarce. Laundry equipment has picked up.” Just to confuse you completely, another department store declares, “Business has not been good at all. Our inventory is very high and we are not doing any ordering for a while.”

No Catastrophe. Maybe the slide had to come (hindsight is always so accurate), but most eastern dealers aren’t letting it scare them silly—yet. If it lasts long enough, some overstocked, undercapitalized and underselling outfits are going to fold in the middle. But the handwriting on the wall is clear: Unless we completely reverse ourselves on our defense mobilization there is going to be a shortage of consumer durable goods between the time when our defense production begins to roll in earnest and when our basic productive capacity increases to the point where civilian output can be built up again to 1950 levels. It’s arithmetically abecedarian that if you use any given percentage of a fixed supply of basic materials for one purpose you can not use those same materials for another purpose.

The big question is: How’s a dealer going to know how long to keep his stocks clean and his ready cash plentiful so that he can move fast when he has to?

The Midwest



By TOM F. BLACKBURN

THEY say that generals are always preparing to fight the last war.

In the present merchandising situation, most dealers in the Middle West have prepared to meet the situation as would have been ideal in 1941 and 1942.

Talk over the coffee cups with dealers centers around two questions:

1. Am I overstocked and am I likely to get caught?

2. What do you honestly think of the chances of getting merchandise all through 1951, and possibly 1952?

Every newspaper man worthy of powder and shot enough to blow him up has pipelines to people generally considered in the know. They won’t tell their real opinions for the record, but will often do it anonymously. Said one consultant on the two questions: “With the steady depreciation of the dollar in purchasing power, there is a natural tendency on the part of the public to invest its money in something substantial. This occurred in France, Germany, England and Austria.”

Appliances, because they do things in time saving, labor saving or in producing creature comforts, are ideal items to invest money in. This naturally buoys up the market for these devices, even in out-of-season times.

To show what a flight from the dollar is going on, look at the records of one utility. January is a decided off-month for refrigerator sales. This firm sold 437 refrigerators in January, 1951, against 237 in January, 1950, an 89 percent increase. When this buying urge is exhausted it will be interesting to see how much business is left.

(Continued on next page)

Points that Sell

ONLY
Osterizer
MADE BY OSTER

THE ORIGINAL LIQUEFIER
AND BLENDER—HAS
ALL THESE IMPORTANT
FEATURES—EVERY ONE A
POWERFUL SELLING POINT.



You'll do better with all

Oster
GUARANTEED QUALITY

Electric Housewares

FEATURE OSTER PRODUCTS FOR EVERY GIFT OCCASION

JOHN OSTER MANUFACTURING CO., RACINE, WISCONSIN

Makers of the OSTERETT Portable Food Mixer; AIRJET Hair Dryer; STIM-U-LAX JUNIOR and SCIENTIFIC Massage Instruments; Double-Action Electric Knife Sharpener; and the world's finest hair clippers.

THE NATIONAL APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 5

Offsetting this are the steady rise in prices of food, heat, rent and clothing, necessities which always get first crack at the family paycheck. Many a family, unused to the economizing of the lean days of the past depression, spends its entire earnings on the necessities of life and has nothing remaining to invest. Government controls requiring big down payments, big monthly payments, etc., further handicap them. As things get tougher the economic value of the appliance must be stressed more and more in order to make the sale. You must sell against the necessities, so to speak. That study made by the Washer Association ten years ago which showed that one could do laundry at home for around 3¢ a pound as against paying out 9¢ a pound to a commercial laundry, needs to be dusted off and used in selling. We're going to see a lot of bedrock appeals like this trotted out.

OPA Kick in the Pants. A rude awakening awaits a lot of dealers who have not paid attention to the 24 pages of fine print on OPS-7 released Feb. 27, 1951. Oddly enough, the soft goods list includes lamps, electric blankets as well as academic gowns.

The trouble with a lot of prospects is that they're just like a lot of prospects.

What's New in the Papers. It is no secret by now in the Middle West that "entertainment center" television is not moving the way it should. Well-heeled customers who can afford these higher priced layouts have been shooed off by the color television talk and are buying smaller sets as a tide-over.

Some of the promotion that has been blossoming is the double trade-in value offered by the Wieboldt department stores in Chicago. Hudson-Ross, which is always a bellwether for television, advertises TV at discounts up to 42 percent. Brands are not specified, of course. Some 16-in. table models are offered at as low as \$148, and 12½-in. combinations as low as \$278. Lyon & Healy used its 87th anniversary as reason for selling a 17-in. table TV at \$209.95. Sol Polk, whose Polk Bros. is table conversation wherever members of the industry gather, is banging away with page advertisements on television. Hallcrafters in Chicago makes a money-back offer with satisfaction or your money back. Sears-Roebuck advertises, out of season, 7.4 cu. ft. refrigerators at \$187, commonly sold at \$199.95.

On the inventory situation, even Walter Winchell and *Time* magazine have their 2¢ worth. Says Winchell, "The people no longer rush to buy goods, soft or hard, because of price controls . . . they no longer fear run-away inflation." Says *Time*: "Because of this terrible scarcity, our warehouses are all loaded up to the roofs."

Harry Alter, Middle West distributor, has called attention to television service organizations going broke and leaving a bunch of

set owners holding the bag. He says there are quite a few that are financially weak and are living from day to day on new installations and contracts they get, with no reserve for future service obligations.

How About Hair Clippers? Just why there is not more hair clipper promotion in the face of higher haircut prices is a mystery. A Detroit dealer is using space to promote them, and is doing a business. Imagine four boys in your family with big shocks of hair, and the money saving possibilities are self-evident.

Detroit Edison Co. has a cutie in the form of an incentive contest. Winners get a steak dinner, runner-ups roast beef, next boys eat hamburger, and the losers munch hot dogs and catsup.

Houston, the lushest spot in the country, reports 2,524 range sales for 1950 against 1,508 for 1949; 51,606 refrigerators against 47,215 in 1949; 7,223 home freezers vs. 5,127 in 1949; 17,084 automatic washers versus 11,108 in 1949; 2,582 dishwashers in 1950 vs. 1,071 the previous year; 6,039 water pumps against 3,630 in 1949; 36,484 television sets against 9,961 in 1949; 14,078 ventilating fans against 9,059 the previous year.

The South



By AMASA B. WINDHAM

DESPITE a continuing and increasing protest by the buying public against credit regulations and heavier down payments, business in the South during the first quarter of 1951 was remarkable. Scare buying, increased employment, high wages, better selling methods and a rise in public acceptance all were responsible, but, whatever the chief reason, the fact remains that selling for the first three months of the year was making and breaking records every day.

One of the largest dealers in the Carolinas, with headquarters in Charlotte, told this reporter that his business was up a whopping 43 percent over the first quarter of 1950, which was a record year. That, admittedly, is a startling figure, but this wholesaler expects business to keep up the dazzling pace. He pointed out that the big volume in refrigerators, ranges and washers had continued and that the increase, therefore, lay in the fact that water heaters, ventilation and air condi-

(Continued on page 8)

WHAT A DIFFERENCE IT MAKES . . . When you handle Bendix



BENDIX Automatic WASHERS

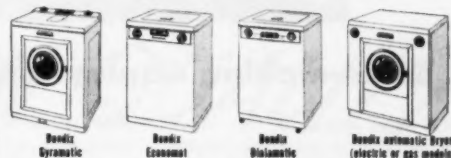
...The brand that built the industry!

The Bendix Dialamatic which has the ladies all agog, in the picture above, is just one great model in the great line of Bendix washers. It's a complete line—with a great name behind it—with a wide range of prices—with a great advertising program—with sound merchandising and promotions—with consumer preference built up over 14 years. The name Bendix is synonymous with "automatic washer"—that's why it makes such a difference when you handle Bendix!

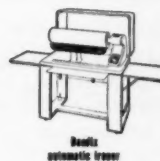
See "Chance of a Lifetime" over ABC-TV—Check your local paper for time and station.

BENDIX HOME APPLIANCES—Division Avco Manufacturing Corp., South Bend, Indiana

ELECTRICAL MERCHANDISING—MAY, 1951



Bendix Workless Washer Prices Start as Low as \$189.95
(Suggested Retail Price)



Window Fan Sales Show Big Increase

Fastest selling of all fans during 1950 was the portable window unit. No other type of fan showed such a large percentage of increase over sales for previous years. **Electrical Merchandising** says: "One of the fans most rapidly gaining in public favor is the portable window type fan. Portable window fans have a wide application. Where an attic fan is not practical, in rented homes and apartments, the window fan can be used as a night-cooler on the same principle as the attic fan."

New Hunter Window Fan Has Everything!

It has looks! Smart, modern design with ring-type metal grille. Handsome, durable ivory enamel finish on cabinet.

It has versatility! 2-speeds, electrically reversible (exhaust or intake). Easily installed...adjustable to fit any standard window.

It has performance! 22 inch model delivers 3400 CFM; 18 inch model, 2500 CFM...ratings certified. Quiet, smooth operation.

... And it's priced right! 22 inch model retails at \$79.95; 18 inch model, \$59.95. Both are outstanding values on today's market.



Sales-making display for dealers

This novel display, in four colors, simulates an actual home installation... demonstrates the outstanding operation and installation features of the Hunter Window

Fan. Demands attention in your window or on your sales floor. Ask your distributor or write us for complete information on this opportunity for increased profits.



HUNTER FAN AND VENTILATING CO.
398 S. Front St., Memphis 2, Tenn.
Exclusive Fan Makers Since 1886

HUNTER Window Fan

THE NATIONAL APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 6

tioning, electric housewares and electric heating had spurred to new heights. He was not alone in his report of increased sales figures, and surveys in other sections of the South bore him out in his analysis of the boom in appliances other than the "bread and butter" type.

Housewares, Lights Sell. In Mississippi and Alabama, for example, there has been a steady increase in the sale of electric housewares and all types of lights and lighting fixtures. Table lamps, floor lamps and light bulbs are selling at a clip never achieved before, while the sale of irons, toasters, mixers, percolators and similar items also is at a record high from the Tennessee border to the Gulf. In Texas, there was a steady sale of vacuum cleaners and sewing machines. Tennessee, Kentucky and the Virginias all reported excellent sales of electric housewares in addition to the items mentioned above.

Joining the shortage list are electric water heaters. Dealers in Kentucky, Tennessee and the Carolinas simply can't get enough to fill the demand and many appliance stores now have a heavy backlog of orders for this item. They are still in fair supply in most other areas at present, but the shortage is bound to spread.

Topheavy TV. Practically unfathomable is the television situation. Most TV vendors are as uncomfortable as a gangster at a Kefauver investigation. With the highest sales in history during the waning months of 1950, many dealers suddenly took a look at their inventories and got shaky. The prediction was for shortages and they had kept on stocking up until warehouses were loaded.

Sales of television were all right, even when credit curbs and the big argument over color came along, but the apparent reasoning of most dealers was simply that you shouldn't have that big a stock of anything. So they began unloading—cutting prices, offering lop-sided trade-in deals and advertising heavily. As of this writing, the unloading process continues but there has not been too heavy a decline in the sale of television sets anywhere.

True, customers are not buying wildly as they did during the fall

months, but television sales are still fairly healthy and only one or two Southern cities are running even as high as the 40 percent saturation mark. One major result of credit curbs on television has been that buyers now shop around more and demand comparisons and plenty of demonstration before buying.

Survey Season. It is the season for surveys again. Several research projects now under way are being watched with interest by appliance groups. One of these, begun by the Virginia Agricultural Experiment Station on Sept. 1, 1950, seeks to find out what the Virginia farm wife thinks of her electric range and how it performs for her. The survey, lasting 12 months, is expected to show which features of the range are most appreciated and which features are inconvenient or difficult to operate. More than 1,600 farm wives all over Virginia will be interviewed and the results should be valuable to all hands in the appliance industry. The Florida Power & Light Co. has completed a similar survey covering all types of appliances, and has published the results in pamphlet form to be distributed to retail dealers in the utility's service area.

Planned selling programs, devised by various utilities, power boards and manufacturers, also are popular. New Orleans Public Service, Inc., always on the ball, has presented dealers in the Crescent City with a six months program of planned selling, pointing up opportunities and prospects for increasing sales under present-day conditions.

The Mississippi Power & Light Co., the South Carolina Gas & Electric Co., and the Louisiana Power & Light Co., also have sponsored recent selling programs which merchants in the area of these facilities have found to be stimulating.

The present status of the entire appliance industry, at least down in this area, seems to be on a sort of hand-to-mouth basis. Wholesalers get carloads of stuff from the manufacturers and shoot it on to the retailers, who sell it to the customers and nowhere is there any hoarding or warehouse loading up apparent. But the distributor never knows when the size of the next shipment will be smaller or if, indeed, there will be another shipment. Naturally, he can't tell the retailer what to expect and the retailer can't advise the customer.

A veteran dealer in Atlanta sums up the situation pretty well. He was asked for an opinion on sales prospects for the second quarter and for a prediction on the whole of 1951.

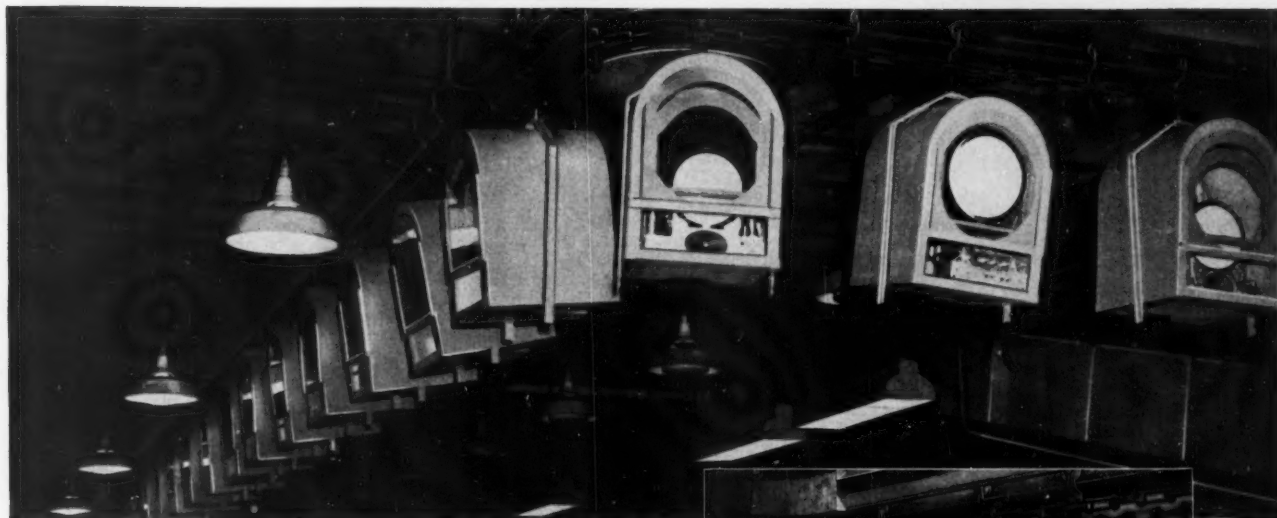
"Look," he replied. "Whether you like it or not, there's one guy who is running your business and mine today. In fact, he's running your life and he's controlling your future. If he stays mum and sits tight, 1951 will be the biggest year the appliance business ever had. If he don't, nobody can say what'll happen!"

He was talking about Joe Stalin, of course.

(Continued on page 10)



Every Philco Television Chassis Must Pass this Unique Test of Operation



Famous Philco "Hot Run" Test

Here is a test without equal in the television industry that typifies the *extra* care, the *extra* painstaking attention to detail that goes into the making of every Philco television set. It's called "hot run testing", because each chassis, as it travels on overhead conveyor, is operating exactly as it would in a typical home. Picture and sound quality are checked enroute. Though costly, this unique test of operation shows how Philco takes every precaution to insure full performance and utmost dependability in the customer's home.



**It's Extra Precautions Like This... Plus
Leadership in Research and Engineering that make
PHILCO *FIRST IN QUALITY***

YOU HEAR IT wherever television is sold... Philco for 1951 with its exclusive Balanced Beam *True-Focus* picture is the sensation of the industry... *first* in quality, and *first* in performance! This overwhelming acclaim for Philco's brighter, clearer picture and for Philco's powerful, dependable performance is once again a tribute to Philco leadership in research and engineering, and to all those standards of design and manufacture that have

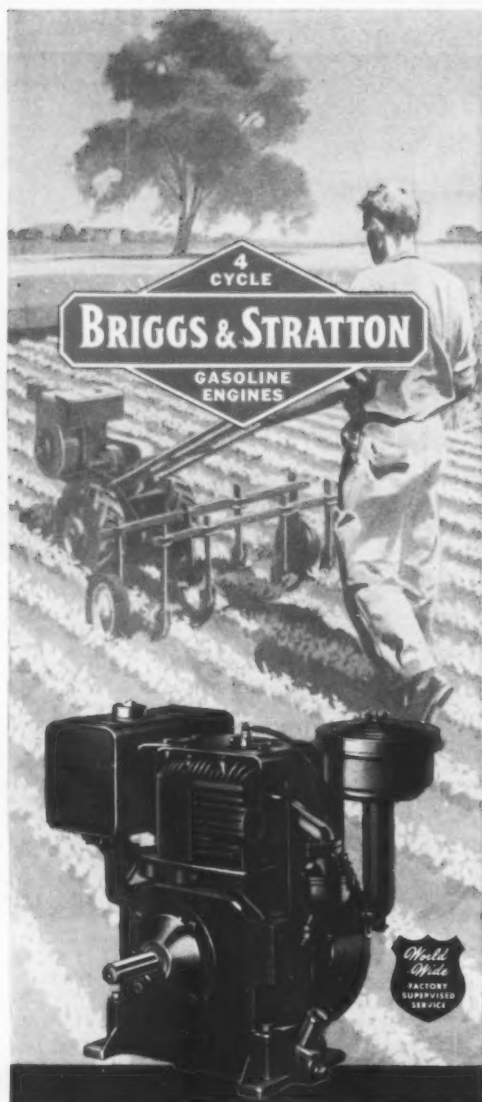
made the Philco name *famous for quality the world over*. In many new ways, too... like the test illustrated above... Philco quality is guarded so that it will be delivered to the user with its built-in performance and dependability unimpaired. That's why the verdict today is overwhelming... Philco is the *quality* leader of the television world, with the truest picture, the finest performance, the greatest values in TV history.

CONTINUED FROM PAGE 8

The Far West



By CLOTILDE G. TAYLOR



Preferred power for garden tractors and a wide range of other agricultural equipment — the world's most widely used single-cylinder gasoline engines on machines and tools for industry, construction, railroads, oil fields, etc., and on appliances and equipment for farm and home.

"PREFERRED POWER" for home, farm, and industrial equipment—powered by gasoline engines. Briggs & Stratton Corporation, Milwaukee 1, U.S.A.

In the automotive field Briggs & Stratton is the recognized leader and world's largest producer of locks, keys and related equipment.

adequately and to give them sales attention will increase their sale for most dealers, who now neglect opportunities in this field. Western Canada, incidentally, expresses the hope that should higher excise taxes, when and if applied, slow demand in the States, the excess appliances may find their way across the border to provide a better supply for Canadian dealers.

Some Price Cutting in L. A. Los Angeles reports the reappearance of some price cutting in the television field, and also the offer of various "deals" on the part of distributors—a \$30 price-cut which is "not to be advertised", a TV lamp (cost shared by dealer and distributor) to be given with console sales, and like propositions. Trade-ins are being taken at high values by a few dealers. On the other hand, most areas report television sales fairly active. Set ownership as of Mar. 1 is reported by the National Broadcasting Co. to be 877,000 sets in Los Angeles, 168,000 in San Francisco, 87,000 in San Diego, 75,800 in Seattle, 39,000 in Salt Lake City, 37,400 in Phoenix, 7,900 in Albuquerque.

The shortage of radio and television parts is being felt in the San Francisco area. Some dealers feel that the fact that an unduly high number of sets is received in a defective condition is partly responsible for this situation.

New Channels Mean New Markets. Particular interest is being shown in this area in the possibility of the un-freezing of TV channels. Three of the four Portland, Ore., stations which have applications pending have been buying equipment to be ready to go on the air as soon as permits are issued. Opening up of many new areas in western states now without video will mean new markets which it is obvious will quickly absorb excess production on the part of TV factories. Some factories report that austerity models may begin to appear on the Coast by June. In view of all the factors, most western dealers and distributors recognize the value of maintaining relatively high inventories, but weakness of financial structure, plus March tax deadlines, have led to some headaches.

As it stands now, dealers in the marginal areas of television reception have a difficult problem, for the public expects them to carry equipment, which they are loathe to do, knowing that reception is uncertain and customers may not be satisfied. One town in the San Joaquin Valley area of California where half the area has fair reception from Los Angeles, while the other half lies within the shadow of the hills, reports that real estate values are markedly affected by the difference and that there is a steady shift of population to the live television area.

Word comes from the telephone company that work on the Denver-Okland relay system is underway and that the entire national hook-up may be ready for television transmission. (Continued on page 12)

THE public is still buying appliances at a higher rate than in the spring of 1950, which incidentally was a low period, but on the Pacific Coast, at least, all trace of scare buying has disappeared. The apparent abundance of appliances on dealer shelves plus reassuring news from Korea has lulled buyers into a perhaps false security as regards possible shortages. The result is that in some areas, notably in southern California, dealers are beginning for the first time to refuse to accept allocations and goods are beginning to accumulate in distributor warehouses. Distributors do not appear worried by this situation, expecting shortages to catch up with them later in the year, but nevertheless a number of distributor-sparked promotions to encourage the movement of appliances from dealer floors has marked the past month. Dealer organizations are congratulating themselves that they did not abandon their sales and advertising programs for the year.

Western Promotions. The Arizona Frozen Food Fair is now successfully past, with excellent public response. Two Phoenix distributors encouraged freezer sales during the last two weeks in March by contributing frozen food with each freezer purchase—\$25 worth in one case, 50 lb. in the other. Freezer sales in this area were already high—300 percent above those of last year in January. San Diego's more extensive effort is scheduled for April.

The utility in Utah has chosen "Unite for Success—Make 1951 the Best" as its slogan for the year—and has been holding a series of dealer meetings to put over its co-operative promotional ideas. Home and farm freezers, range and water heaters, and television are among the fields to be pushed through dealer sales if conditions permit.

Canada Hopes for More. Electrical housewares are receiving general attention at this time and figure in most dealer bulletins. The Vancouver, B. C., power company points out that simply to display small appliances

First Choice with Customers and Retailers alike...

GIVE

Electric Housewares

FIRST CHOICE FOR
EVERY **GIFT** OCCASION



First Choice with Retailers!



Yes, first choice because it's presold as no other automatic toaster is or ever has been. Easier selling means less time per transaction—lowest cost per sale. But important though these immediate benefits are, there are others that are equally profitable. When you sell the "Toastmaster" Toaster you automatically create another satisfied customer. You know that this toaster *stays* sold. And people always return to the store that handles trouble-free merchandise. Times being what they are, the practical, long-lasting gift was never more popular. So this spring, push electric housewares—first choice for every gift occasion. And remember the "Toastmaster"™ Toaster—first choice with customers and retailers alike.

THE TOASTMASTER *Toaster*

First Choice with Customers!



Everyone hopes the gift he gives will be appreciated. And the "Toastmaster" Toaster always is. For America's most-wanted toaster is recognized everywhere as the finest of its kind. The gift buyer doesn't question its quality. No one doubts its ability to give lasting service. No one wonders what sort of welcome will await it. That's why people buy with such confidence. They're convinced that money can't buy a finer toaster. And they are comfortable in the thought that the one to whom they give the "Toastmaster" Toaster is also aware of that fact.



TOASTMASTER

Automatic Pop-Up Toaster

"TOASTMASTER" is a registered trademark of McGraw Electric Company, makers of "Toastmaster" Toasters, "Toastmaster" and "Butch Knight" Water Heaters, and other "Toastmaster" Products. Cop. 1951. TOASTMASTER PRODUCTS DIVISION, McGraw Electric Company, Elgin, Illinois.

APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 10

mission by this fall. This will open up a new area of customer appeal.

Television Bills. A bill was recently introduced in the California legislature which would place the television set along with the kitchen stove among the articles essential to living which cannot be seized for non-payment of debt, but there is little likelihood of its being passed. A not much better chance is given the measure which would make it mandatory for publicly owned stadiums (such as those at state universities) to permit televising of sports.

At the present time the basketball season on the Coast has passed without televising of University games and the "conference" group of colleges has voted against permitting football telecasts this fall.

Manpower Problems Growing. If shortage of appliances has not been felt to any extent so far, the manpower problem, on the other hand, is already becoming serious. Western dealers and distributors find that their best salesmen and key service personnel are receiving "greetings"; many are in reserve officer corps. Serious consideration is being given once more to the employment of older men and to women. Symptomatic of the times is the Phoenix dealer specializing in field selling who now confines his classes on sales training almost entirely to women. He has always used some women successfully in the field—and now proposes to hire them exclusively.

Toward Better Wiring. Need for emphasis on better wiring for present-day homes was brought out at a recent meeting of the Intermountain Electrical Association in Utah, where figures were quoted to show that whereas before the war three percent of the cost of a home was a common allowance for fixtures, now the allowance is 2.3 percent for all wiring, including that of the range, 38 outlets and 40 fixtures. The electrical industry is blamed for a lack of constructive selling.

The Inland Empire Electrical Association of Spokane reports an eight percent increase in the number of adequate wiring plans issued by its staff during 1950.

In a dealer bulletin published by one of the divisions of the PG & E, salesmen are advised not to wait for the customer to ask how much it will cost to install the electric range they are considering buying. The salesmen should get there first with the question, "Does your home have modern wiring?" In all probability the customer will believe that it does. "Do the lights ever dim when the electric refrigerator cuts in?" asks the salesman. Again the answer is probably "Yes." "Then," says the salesman, "Your home is not adequately wired to take care of all the appliances you have now"—and thus the discussion is transferred from the cost of range wiring, to the expense of modernizing the entire wiring system to prepare for addition of future appliances. *End*

PLUS VALUES

IN THE CORDS YOU SELL



... Make a Difference



the Belden Line gives you

- + SAFETY
- + APPEARANCE
- + SATISFACTION
- + PROFITS

This all-rubber mixer cord demonstrates the plus values built into Belden electrical cords. They are manufactured to standards that far surpass the minimum requirements set up by the Underwriters' Laboratories. They give you a plus in protection against fire or personal injury, a plus in appearance, and a plus in sales and profits. Ask your Belden Jobber.

Belden Manufacturing Co.
4663 W. Van Buren St.
Chicago 44, Illinois

CORDITIS-FREE
CORDS BY ...

Belden

WIREMAKER
FOR INDUSTRY

When You Sell Other Electric Range Brands-You Sell the Same RUN-OF-LINE Features!

But When
You Sell
the New

Gibson

You Sell Exclusive Features Like These!

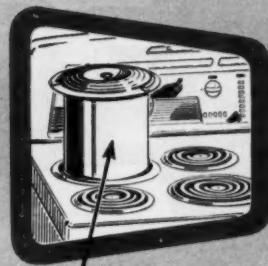
NEW! NuMagic Ups-A-Daisy!



Greatest cooking development in years! Down: a big, 6-quart deepwell cooker.....



One easy turn of the Magic Dial and UP she comes, to become.....



A giant fourth surface cooking unit when up. Magic Dial does it all—up or down—hot or cold—NO HANDS!



and

- ★ 5-Way Automatic Cooking
- ★ 7-Speed Pushbutton Control, Out of Steaming Zone
- ★ ConSealed Oven Heating Units
- ★ Stainless Steel Oven Floor

Excitement! Dramatics! Motion! Introduce such factors into your range demonstration and the sale is closed! That's why the New 1951 Gibson Models G and H are taking the country by storm. No other ranges in all the world can match their thrilling NuMagic Ups-A-Daisy, the only double-action remote-control feature ever built into any range, any time, anywhere. Another in the long line of Gibson "firsts"! Another reason why profit-wise merchants are clamoring for the Gibson line. GIBSON REFRIGERATOR COMPANY, GREENVILLE, MICHIGAN.

there is a better Gibson model for every customer!



Model G



Model E



Model D



Model C



Model A-4

FOR THE FACTS ON GIBSON RANGES, FREEZERS AND REFRIGERATORS SEE YOUR GIBSON DISTRIBUTOR OR WRITE GIBSON DIRECT...TODAY!

Product Specifications subject to change without notice.



6,000,000 HOME APPLIANCES PROVED IN USE THROUGHOUT THE WORLD SINCE 1877

Copyright 1951, Gibson Refrigerator Co.



From the sunshine country of Texas to the land of the sky blue waters, McDONALD Water Systems are giving dependable, economical service on all types of installations.



Now — a new Hydro-jet model with capacities to 4500 gallons per hour. Series 2500 (pictured above) includes these features: Single-stage horizontal; Single passage monoflow insertable volute; One moving part; Interchangeable for deep or shallow well. A. Y. McDONALD MFG. CO., Dubuque, Iowa

EST. 1856
McDonald

FREE! — new pocket size catalog showing the complete McDonald line with performance ratings and capacities: write today and ask for Catalog P-50P.

BRASS GOODS • PUMPS • OIL EQUIPMENT

Shallow Well Reciprocating Deep Well

TO DULUTH

SOUNDING OFF

J. M. McKIBBIN, vice-president and general manager, consumer products division, Westinghouse Electric Corp., in a speech to the EEI sales conference last month:



"If we are to take a realistic view of the future I believe we must accept this point: our spectacular success of the past five years resulted from conditions and not from hard selling. As sales people we're naturally inclined to judge our performance by comparing it to our own past sales record. This method can, and often does, lead us to faulty conclusions. I would like to suggest that as sales people we look at the job ahead in the same way a production man looks at his job . . . by the dollar value of production from every square foot of plant space he has available. He sees unused plant space as a production loss he cannot tolerate. . . . I suggest that we take the production manager's viewpoint and say: Seventy-nine percent of the range market is still unproductive. Eighty-nine percent of the water heater market is unsold. Ninety-nine percent of the electric dryer market is still available for revenue-building. Until these markets are substantially sold, I haven't accomplished my job as a sales manager. . . . One thing is obvious to those of us in the manufacturing end of our industry—that the facilities to produce consumer goods, when the emergency is past, probably will be twice as great as it was in the miracle year 1950. This means that the sales people of this industry, whether utility sales people or manufacturers' sales people, will have to step up operations sharply. Our sales problem will not be one of gradual increase such as we have enjoyed over the past five years. It will be one of doubling our sales results practically overnight."

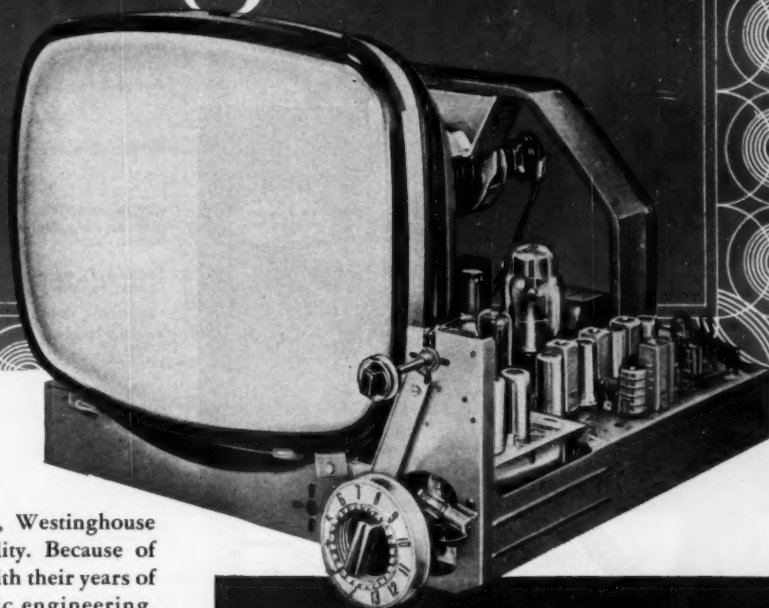
JAMES J. NANCE, president of Hotpoint, Inc., in a speech to the Western Society of Engineers, March 27, 1951:



"Even while we are talking and worrying about shortages, the fact is that inventories are beginning to mount—notably in consumer durables. Continued high production . . . has brought consumer goods into the market in great abundance in recent months. Because of the short term credit arrangements at the retail level, anything more than a working inventory requires short term bank loans. These economic factors create price cutting and unjustifiable discounts for retailers who must have cash to repay loans. When the nation's business gets into such a situation the public becomes confused over prices and values, which results in its resisting the purchase of wanted equipment. . . . We see grave signs of such a condition in many lines of consumer goods today. . . . What appears to be happening is that the less warlike international outlook plus the restrictive influence on buying of higher taxes, stringent credit controls and rapidly rising prices are curbing effective demand more rapidly than the increase in military production; the resulting uncertainties, coupled with obvious signs of ample goods, have caused consumers to realize that there is no real danger of civilian goods shortages. . . . Good products, competitive pricing against other types of goods, and hard selling are the answers."

IT PAYS TO DO BUSINESS WITH Westinghouse

This Westinghouse television chassis with exclusive Westinghouse Single Dial Tuning, is your assurance of profitable sales through the months ahead.



No matter how critical the times, Westinghouse never makes substitutions in quality. Because of their vast buying power, coupled with their years of experience in advanced electronic engineering, Westinghouse will maintain top quality and performance in television throughout these days of shortages and substitutions.

Changes will be made as they always have been... but these changes will *increase* the efficiency of the sets. New materials, which Westinghouse has been developing and testing for many months, are so great an improvement over former materials, that Westinghouse will continue to use them, even when the emergency is over.

This means BUSINESS AS USUAL for Westinghouse dealers... with top-quality merchandise... peak performance... fewer service calls... good mark-up... and GREATER PROFIT!

See your Westinghouse Distributor now!

YOU CAN BE SURE ...IF IT'S
Westinghouse

WESTINGHOUSE ELECTRIC CORPORATION



NEW MODEL

The Rutledge... (654T17)

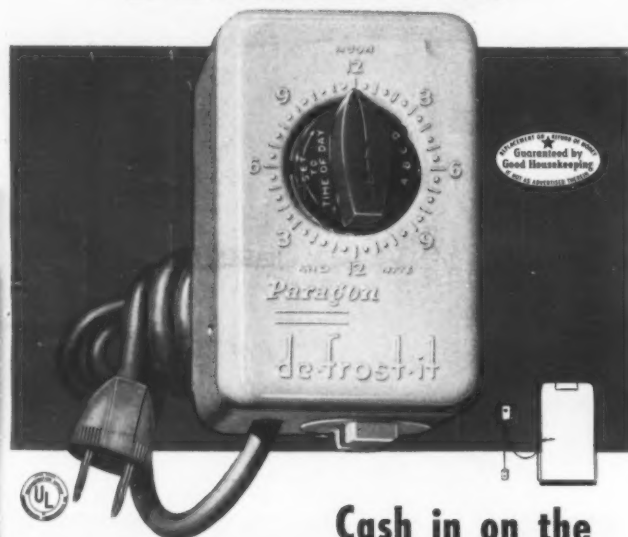
containing the superior Westinghouse chassis with big 17" black glass rectangular picture tube and Single Dial Tuning. Handsome, streamlined, lightweight, durable plastic case in mahogany color.

TELEVISION-RADIO DIV. • SUNBURY, PA.

There's no freeze on profits with

Paragon
de-frost-it
"DEFROSTS... WHILE YOU SLEEP"

**AUTOMATIC
DEFROSTING**



Cash in on the Swing to Automatic Defrosting!

The big news in refrigerators in 1951 is Automatic Defrosting! As more and more refrigerator manufacturers play up this wanted feature—more and more housewives are sold on its advantages—and this creates a tremendous market for you... no matter what make of refrigerator you sell! For now you can offer simple, clean, worry-free automatic defrosting for any refrigerator, new or old, with Paragon's performance-proved "de-frost-it"!

**An Untapped Market of
29,000,000 Refrigerator
Owners Is Waiting for**

Paragon
de-frost-it
"DEFROSTS... WHILE YOU SLEEP"

at \$995

Complete —
nothing else
to buy.



"My Paragon de-frost-it has done away with all the fuss, fuss and bother of hand defrosting. It saves me hours of time and labor, keeps food longer, and besides, it cuts down on the cost of electricity and upkeep. Yes, I'm sold on the Paragon de-frost-it!"

- de-frost-it is the only complete unit... hung anywhere... no installation... no extra cord to buy.
- de-frost-it is completely performance proved... hundreds of thousands of satisfied users.
- de-frost-it is made and backed by the world's largest exclusive manufacturer of time controls.
- de-frost-it is backed by aggressive national advertising... reaching over 7,000,000 prospects... month after month.
- de-frost-it merchandising plans... sales policies... dealer aids help you cash in on customer demand.

PARAGON ELECTRIC COMPANY
1638 TWELFTH STREET • TWO RIVERS, WISCONSIN

Freezer Wrapping Supplies Spotty

**Here's a quick check on
availability of materials**

Name	Address	Availability
Test*Mark Foil Lock Frozen Food Wrapper	R. S. Holty Tested Papers of America 230 N. Michigan Ave. Chicago 1, Ill.	This is a foil laminated to a kraft locker sheet. Put on allocation. "Hope to have it in areas where it appeared in past."
KVP Freezer Paper (a) Kalaflex Freezer Paper (b) Cellophane Laminated Freezer Paper	James L. Eisman Kalamazoo Vegetable Parchment Co. Parchment, Mich.	KVP Freezer Paper subject to U. S. "outside orders. Continuing to ship quantities based on allocations. Still making Kalaflex and Laminated Freezer Paper.
Aluminum Foil	Tom Manning, Adv. Dept. Reynolds Metals Co. Foil Div. *2500 South Third St. Louisville 1, Ky.	Production restricted March 31.
Prostfold Polyethylene Wrap	R. F. Rice, Sales Mgr. The Interstate Folding Box Company Middletown, Ohio	National distribution available throughout this year.
Pliofilm	G. T. Hoddinott Dobackmum Co. Packaging Division Box 6417 Cleveland, Ohio	No reply—Said to have discontinued manufacture of cellophane freezer box liners. Pliofilm household rolls said to have been dropped.
Frostfold (cellophane or polyethylene liners)	R. F. Rice The Interstate Folding Box Company Middletown, Ohio	National distribution comes in kite containing 25 or 50. Also have separated pint and quart bags in polyethylene.
Lindley Box & Paper Co. (Polyethylene liners)	Neal Banter Director of Sales Lindley Box & Paper Marion, Ind.	Selling Polyethylene liners and Locker-Paks. All material allocated to old customers.
Vapo Seal-Wrap Freezer Kit (Polyethylene liners)	A. J. McCarthy Paraffine Div. Sales Container Corp. of America 1301 W. 35th St. Chicago 9, Ill.	Vapo Seal-Wrap, Freezer Kit and Vapo-can definitely on market for 1951
Sutherland Folding Cartons	Keith Steffer Sutherland Paper Co. 243 E. Paterson St. Kalamazoo, Mich.	Have a few space saver boxes. Hope to obtain Polyethylene.
Zero-Tainers (Polyethylene— permanent liners)	T. W. Koch, Director Adv. & Sales Prom. Shellmar Products Corp. Mt. Vernon, Ohio	Allocating material available to established customers.
Freeze-Tainers (all plastic)	Don Hazenfield Crown Cork Specialty Corp. 5622 Natural Bridge Ave. P. O. Box 4406 St. Louis 15, Mo.	Freeze-Tainers on the market and will be for entire 1951 season unless restricted.
Thermorex Frozen Food Container (cardboard)	E. W. Goode Adv. & Sales Prom. Dept. Sealright Co. Fulton, N. Y.	Will be on market with better distribution.
Vapo-Can (1½ pt. size) with plastic lid	A. J. McCarthy Paraffine Div. Sales Container Corp. of America 1301 W. 35th St. Chicago 9, Ill.	On market for 1951.
Kerr Wide Mouth Mason Jar	Zella Hale Weyout, Dir. Research & Educational Dept. Kerr Glass Mfg. Co. Sand Springs, Okla.	On market and will be throughout the year.
Cryovac	Richard I. Morris Dewey & Almy Chemical Co. Cambridge 40, Mass.	Do not anticipate selling Cryovac packaging kit to home freezer owners in 1951.
Poultry Bags	Shellmar Products Corp. Mt. Vernon, Ohio	Curtailing products for civilian uses.
ANTI-OXIDANTS		
Play-R-Save	Ray Dodson Enrichment Products Co. New York 17, N. Y.	On market in 1951.
Preensaid	A. E. MacAdams & Co., Inc. Brooklyn 5, N. Y.	Discontinued.
Ascorbic Acid	R. D. Lucher Hoffman-LaRoche, Inc. Nutley, N. J.	Supplies are plentiful.
Ascorbic Acid	Merck & Co., Inc. Rahway, N. J.	Available.
Ascorbic Acid Citric Mixture	Norman A. Grimm Chas. Pfizer & Co., Inc. New York, N. Y.	Instituting an expanded program.
FREEZING AIDS		
Permacel Freezing Tape	G. P. McManus Industrial Tape Corp. New Brunswick, N. J.	On market for 1951 with 3/4 in. tape.
Locker Tape #245 Acetate Fibre Tape for Butcher & Locker Use #712	T. J. Lohan, Sales Dept. Cincinnati Tape Div. Minnesota Mining & Mfg. Co. 49 Central Ave. Cincinnati 2, Ohio	On market for 1951.
Ink Brush Pen for Foil	Time-Saving Products "Apo-rite" Pen Sets Minneapolis	On market all of 1951.
Stockinette	I. M. Riedinger The Adler Co. Harrison Ave. Queen City Cincinnati 14, Ohio	On market for 1951.

Pick Your Own SURE WINNERS

5 TESTED PROMOTIONS

Take a good look at five of the grandest, most successful sales-boosters ever offered to clock dealers! All of these Sessions Displays have been tested—all of them *really* pull sales. Whatever your clock volume, select one or more, and popular Sessions Clocks will help you to quicker turn-over, better profits.

FREE DISPLAYS!



TEAPOT DISPLAY

Effective 34" x 28" white masonite with black border, easel or wall mounting. Displays 6 clocks. Deal includes 12 clocks and free display.

Retail Price	\$59.40*
Dealer Price	37.44
→ Your Profit	\$21.96

KITTY-BELLE DISPLAY

A price-features counter display, for low-priced, popular alarms. 11" x 12", it displays 1 clock. Deal includes 2 496A Kitty-Belle alarms, and 1 496AL with luminous hands and numerals, and free display.

Retail Price	\$14.50*
Dealer Price	9.13
→ Your Profit	\$5.37



CHEF DISPLAY

Sturdy 5-color easel-type display, 19 1/4" x 13 1/4" with simulated kitchen wall background. Displays 1 clock. Deal includes 3 487W "Pierre" chef clocks, and free display.

Retail Price	\$14.85*
Dealer Price	9.36
→ Your Profit	\$5.49

OWL DISPLAY

Colorful 12 1/2" x 12 1/2" easel-type counter display features "Ollie The Owl" alarm. Displays 1 clock. Deal includes 2 494A "Ollie" alarm clocks, and 1 494AL with luminous hands and numerals, and free display.

Retail Price	\$18.85*
Dealer Price	11.84
→ Your Profit	\$7.01



SUPER-MARKETER DISPLAY

Letters are pouring in from dealers everywhere, acclaiming this Sessions Display the finest and most successful ever offered the trade.

A "live" display in the form of a richly traditional New England corner cupboard, built by skilled cabinet makers from beautiful knotty pine—it operates quarter-hour Westminster Chime clocks—it illuminates table models—it mounts wall clocks. 6' 6" high, 5' wide, 1' 8" deep, it displays 28 Sessions Clocks. Deal includes 36 clocks, 2 free chimes and self-liquidating cupboard. (Send Coupon for complete details).

Retail Price	\$350.40*
Dealer Price	240.13
→ Your Profit	\$110.27

↓ MAIL THIS COUPON TODAY!

Sessions

SELF-STARTING ELECTRIC CLOCKS

THE SESSIONS CLOCK COMPANY, FORESTVILLE, CONNECTICUT
 a Chicagoan The Merchandise Mart Place, 300 South Dearborn Western Merchandise
 Store in Canadian Merchandise Co., Ltd., Montreal, P. Q.
 *Retail Price is for West. Subject to Federal Sales Tax. Transport under Rule 10000, Act.

The Sessions Clock Company
 Forestville, Connecticut

Please send me all the details, without obligation, on your Sessions Clock Cupboard "Super-Marketer" deal. I understand this to be the equivalent of a handsome free cupboard display, combined with a profitable deal in clocks.

Name _____

Address _____

City _____ State _____

My Jobber's Name is _____

Jobber's Address _____

Hop aboard **ARVIN'S**

great Sunshine Special

The perfect Springtime Combination Offer



This Arvin Flash-Fold
Portable Chair

\$6⁹⁵
(retail
price)



PLUS This Arvin
Portable Radio

\$18⁹⁵
(less
batteries)

together worth \$25⁹⁰



Sell both profitably for only \$22⁵⁰

Here's a real "natural" to perk up spring and early summer sales! It's the perfect combination package that budget-conscious vacationers and week-enders can't resist. The portable is Arvin's light-weight (4 lbs.), powerful 446P battery model with superhet circuit, Velvet-Voice tone, improved PM

speaker . . . Sandalwood or Burgundy. The Portable Chair is Arvin's all-purpose style PR-200 with super-strong steel frame and durable canvas back and seat. Folds flat in a flash. Together, they'd cost \$25.90—but you sell both at the special combination price of only \$22.50—and make a good profit!

FOR LIMITED TIME ONLY

FREE! Eye-catching window trim and dynamic newspaper mats with your orders!

Don't Delay—Write, Wire, or Phone your Distributor for full details . . . Now!

Television and Radio Division, ARVIN INDUSTRIES, Inc., Columbus, Indiana

(Formerly Noblitt-Sports Industries, Inc.)

ARVIN — Television

with a Difference!

... a difference you can SEE, HEAR and COMPARE ~

Available again!



Television's greatest Price and Value Leader!

Available for delivery again — Arvin's high quality, low-priced 4080T, the biggest little TV set on the market!

Sell its high quality and rock-steady pictures to budget-conscious prospects... use it as a leader... merchandise it as the perfect "second set." Features include 8½" No-Glare Black Tube, Service-Free AC circuit, two-knob tuning. Order now for immediate delivery.

Model 4080T **\$129⁹⁵***

Choice of Mahogany, Lined Oak, Willow Green Finishes. Table extra.



Beautiful... and budget priced. It's your answer to higher prices and Regulation W. No-Glare 12½ Tube, phono-jack, built-in antenna, AC operation. Rich imported mahogany veneer high-styled console.

Model 2126CM **\$199⁹⁵***



Get the jump on competition with this sensational table model that lends itself to promotion... and sales. Rock-steady pictures, Velvet-Voice tone, 2-knob tuning, phono-jack — every wanted feature.

Model 2121TM **\$189⁹⁵***

*All prices plus tax and warranty, slightly higher in zone 2. All Arvin television receivers are designed for easy conversion to receive color broadcasts transmitted under established FCC standards.

Some Franchises still open — write, wire or phone your distributor

Television and Radio Division, ARVIN INDUSTRIES, Inc., Columbus, Indiana

(Formerly Noblitt-Sparks Industries, Inc.)

"PRIDE AND PROFIT



These are the reasons we promote the



WATER-HOTTER"

GAS AND ELECTRIC AUTOMATIC WATER HEATERS

"Our business is built on the basis of handling only the best merchandise available," Mr. Collins states. "This means: (1) faster sales because our products' superiority is quickly demonstrable; (2) lower service costs; (3) happier customers because *quality* is enjoyed long after *price* is forgotten; (4) a healthier, growing business for us. Among all the nine products we handle, none surpasses *White* WATER-HOTTERS in building our profits and prestige."

Aggressive dealers are urged to ask their distributors, or *White* direct, for the *White* Proved Profit Story IMMEDIATELY.

WHITE PRODUCTS CORPORATION

Water Heating Specialists Since 1930
MIDDLEVILLE, MICHIGAN



says Mr. Curt Collins

For 16 years, The Curt Collins Co. has been in business at 521 W. Exchange St. (heating, insulation, appliances, television) and 391 Maple St., Akron, Ohio. Mr. Collins is an Indiana University graduate; studied science and engineering at Washington and Jefferson, Carnegie Tech.



6.9% MORE hot
water

than utility requirements because White's INSTANT-HEAT Immersion Units are super-efficient and White's EXCLUSIVE Water-Hotter baffle diffuses and tempers incoming cold water.



Film of Flame

No small holes here, to clog and cause wasteful combustion and slow heating. Instead, one wide-open port, designed on the "WATER-HOTTER" diffusion principle . . . a Film of Flame which bathes the tank bottom in flame-tips.

*Nationally
Advertised*



Nationally Advertised

To help you win your prospects, help you close your sales FAST for all White WATER-HOTTERS powerful selling advertisements appear regularly in such leading publications as: Saturday Evening Post, Good Housekeeping, Better Homes & Gardens and Country Gentleman.

Patented. Copyright 1951
White Products Corporation

Get the facts! MAIL THIS!-----

WHITE PRODUCTS CORPORATION MIDDLEVILLE, MICHIGAN

Please send me the White "Water-Hotter" story. My business letterhead is attached.

My Name.....

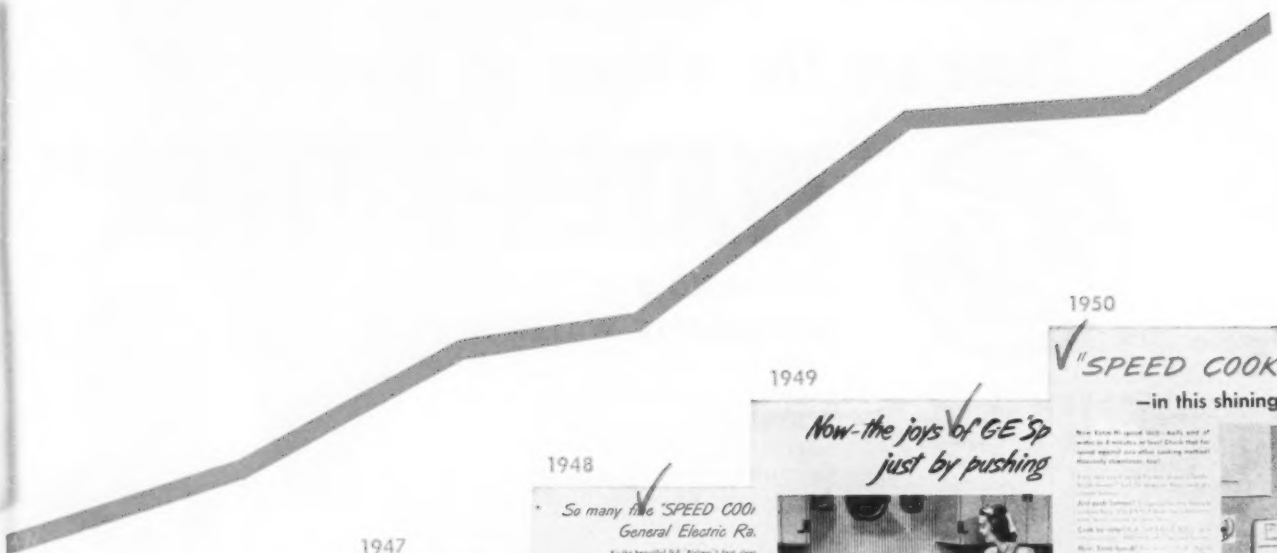
Address.....

City..... Zone.....

County..... State.....



"SPEED COOKING"



1945

GE SPEED COOK

1946

GE SPEED COOK

1947

General Electric's newest range for MORE SPEED IN

1948

So many fine "SPEED COOK" General Electric Ranges

1949

Now the joys of GE Sp just by pushing

1950

"SPEED COOK" —in this shining



Seven years ago, General Electric (the unquestioned leader in the electric range field) introduced "Speed Cooking" in its range advertising.

For seven years, this same theme has been consistently promoted, until today, "Speed Cooking" and General Electric Ranges are synonymous. A just-completed survey shows that speed of cooking is the most appealing feature in the range that set new sales records last year.

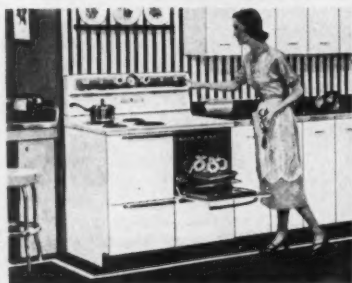
And therein lies the key to product leadership. For a good product, when backed by a consistently strong advertising theme, invariably winds up at the top of the heap.

You can put your confidence in—

GENERAL  ELECTRIC

1951

So easy to use—so dependable—this General Electric "Speed Cooking" Range



The General Electric "Speed-Cooking" has all the features that make it so easy to use and so dependable. It's the only range that's been named "Best Buy" by the National Retail Federation for the past three years.

In the General Electric "Speed-Cooking" you have all the "Speed-Cooking" at its best—fast, hot, and sure. You get speed, dependability, safety, and economy—all—just by pushing buttons!

And, incidentally, the "Speed-Cooking" Range brings you the dependable performance that time and experience stand for. "Speed-Cooking" is the only range that's been named "Best Buy" by the National Retail Federation for the past three years.

If you've never known how much a General Electric "Speed-Cooking" range can do for you, you'll find out all about it when you see the new way to cook in a hurry.

Time and speed are added in a hurry when you use the General Electric "Speed-Cooking" Range.



Speed-Cooking Range with the "Speed-Cooking" buttons. These buttons are the only ones of their kind in the range field. They are the only ones that are so easy to use and so dependable.

AUTOMATIC ELECTRIC  **"Speed Cooking" RANGES**



3 ovens in 1! —the famous G-E Triple Oven!

1. A large broiler oven. 2. An automatic speed oven. 3. A water-heating broiler. To cook your food faster, use the "Speed-Cooking" buttons. To cook your food slower, use the "Slow-Cooking" buttons. To cook your food just right, use the "Normal-Cooking" buttons. To cook your food just right, use the "Normal-Cooking" buttons.



Time and speed are added in a hurry when you use the General Electric "Speed-Cooking" Range.

Time and speed are added in a hurry when you use the General Electric "Speed-Cooking" Range.



Time and speed are added in a hurry when you use the General Electric "Speed-Cooking" Range.

Time and speed are added in a hurry when you use the General Electric "Speed-Cooking" Range.

You can put your confidence in—

GENERAL  ELECTRIC

The General Electric Company, Bridgeport 2, Connecticut



Business insurance—that's what it is! An alert, aggressive, up-to-the-minute service department (and that's the kind that sells TK Monotubes for electric range modernization) safeguards your future profits. Here's how:

In normal times, a service department builds good will, insures customer satisfaction, develops leads that ultimately result in the sale of new appliances.

In an "armed camp" economy, a service department set up to replace surface cooking units on electric ranges, heating elements in electric hot water tanks, and to repair other appliances, produces extra dollars. Dollars needed to offset the losses in income you may incur due to the limited supply of new appliances!

Naturally—you'll want to supply the latest, the finest in replacement parts. And—that's where TK Monotubes and TK Water Heater Units come into the picture! Women love the speed, the uniform cooking heat, the

concealed wiring and the easy-to-clean features of the TK Monotube. It's the dependable, quickly installed unit now used by most range manufacturers to give their products added sales appeal.

TK Water Heater Units, too, make happy customers, make you extra money. For fast, economical heating of water, they can't be beat!

Like More Information? Write for the new TK Replacement Unit Manual No. 5. It contains complete details on TK Products, tells you how to get and how to handle profitable modernization business. Take out added business "insurance" now by building up your service department. Become a TK Dealer!



TK Monotubes
T. M. REG. U. S. PAT. OFF.

TUTTLE & KIFT, INC. 1823 N. MONITOR AVE., CHICAGO 39, ILLINOIS
A SUBSIDIARY OF FERRO ENAMEL CORPORATION

MONOTUBE SURFACE UNITS • OVEN UNITS • TK INFINITE CONTROLS • SWITCHES & SELECTORS • WATER HEATER UNITS • PLATINUM UNITS • INDUSTRIAL UNITS

Economic Currents

CONTINUED FROM PAGE 20

PRODUCTION RUNS ON

Without waiting for orders from Washington the appliance industry—and others—have made rapid headway in substituting for critical materials. One way or another, industry's ingenuity is overcoming the handicap of material limitations to roll out the production.

The steel industry is using boron to make alloy steels—saving chrome and nickel. Chemical companies are experimenting with molybdenum in place of critical cobalt. Makers of tin cans—who've reduced their tin consumption perhaps 50 percent in the last ten years—are finding new ways to save another 20 percent. The television industry has redesigned its sets to save as much as 12 pounds of critical materials per set.

All this means that output doesn't slide off the way you might expect from reading NPA's orders. A cut of 20 percent in use of copper and 27 percent in aluminum from the base period (the first half of 1950) hasn't brought corresponding drops in overall production.

Retail sales—boomed by the war scare when the Chinese intervened in Korea—have been running 20 percent and more above the 1950 figures. They began to level off before Easter. And prospects are that they'll hold at a level perhaps five to ten percent above 1950.

Inventories in many lines have been built up to the point where—in a normal year—they would be vulnerable. Stocks in department stores reached a point in February 63 percent above the 1947-49 average while sales were only about 36 percent above the average. But store managers—and appliance makers seem to back them up—expect they'll be gradually worked down to normal in the months ahead.

How strong customers' demands for appliances will be later in the year depends on the trends of incomes and taxes. Personal income has soared upward since Korea—gaining nine percent. New taxes only partly offset the gain. And, with Congress moving slowly on tax questions, incomes are likely to continue to run well ahead of last year. That underlines the prospect that retail sales will hold five to ten percent above a year ago.

Appliance markets will be strengthened by the continuing high volume of homebuilding. Homebuilders are on the way to starting something like 500,000 homes in the first part of 1951. They are likely to start another 300,000 in the second half. That figure may climb to 400,000 if defense housing gets underway rapidly. Of course, those new homes must have refrigerators, ranges and other appliances.

In short, appliance markets promise to be strong through 1951. Production prospects are brighter than they appeared three months ago. While growing military requirements for metal will bring serious cuts in production as the year goes on, 1951 will still be a big year. *End*

Tie-in with the new NEMA slogan...

"Give Electric Housewares... First Choice for Every Gift Occasion"

WESTINGHOUSE

*As more people buy
Electric Housewares Gifts
— more will choose
WESTINGHOUSE*

For every gift occasion, thousands naturally select Westinghouse. They choose from a wide variety of perfect gifts, including...



Westinghouse

FOOD CHAFFER

A glamorous, new kitchen mate for America's most popular Roaster, with plenty of "looks." A sure hit with every kitchen-Mrs. because it has the power to do everything BETTER.



Westinghouse

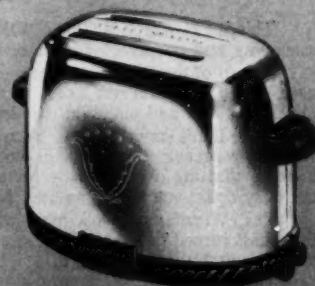
ROASTER-OVEN

America's favorite fast seller because everyone knows it's a perfect gift... a practical appliance women wish for, ask for, and many times buy for themselves.

Westinghouse

POP-UP TOASTER

Pop-Up with an extra lift for small slices; extra color-control range; extra flavor from the toasting oven. And it's gift styled for faster sales!



Westinghouse

WAFFLE BAKER

The royalty of waffle bakers dramatized in sparkling, massive chrome. A brilliant wedding gift, chosen for beauty—praised for its performance.



Westinghouse

ADJUST-O-MATIC IRONS

Always popular... Always dependable... a full line of finer irons offers the best for a gift—the best for a budget.



YOU CAN BE SURE...IF IT'S Westinghouse

WESTINGHOUSE ELECTRIC CORPORATION
Electric Appliance Division • Mansfield, Ohio

MAKE SURE IT'S Wilcolator
—the electric oven-heat control that

"CLICKS" with every cook



Profit by handling range lines that employ the easiest-to-operate and most cooperative oven control ever built!



This is IT—the WILCOLATOR . . . the most advanced concept of simplicity, sensitivity and cooperation in modern oven-heat controls.

A turn of the Dial, a push of the Preheat Button—and a Wilcolator-controlled oven is set to deliver the exact cooking temperature desired . . . deliver it fast (but fast) . . . and maintain it indefinitely.

And that's not all. As soon as the oven is sufficiently preheated, the Wilcolator preheat button snaps out with an audible click, giving unmistakable warning that the oven is ready for use. Here's cooperation plus! . . . a boon to the busy cook, veteran or novice. No waste of time or fuel.

Yes, Wilcolator means meal-making that's simple, quick, successful. When the dial is turned to a setting, the oven bake element is automatically cut in. When the preheat button is pressed, the broil element is cut in. With both elements "pouring on the heat", exceptionally fast preheat is obtained.

As oven temperature approaches dial setting, the preheat button snaps out—disconnecting the broil element. Temperature "overshoot" is so accurately gauged, that almost from the moment food is placed in the oven, it is subject only to the cooking temperature selected.

During cooking, Wilcolator's super-sensitive thermostat switch (operating on a 30 to 50 per cent lower differential than heretofore possible) regulates the bake element so closely that oven heat is precisely maintained . . . resulting not only in perfect baking and roasting, but in maximum fuel economy.

You'll find the Wilcolator control will "click" with every prospect. It's a plus value you cannot afford to miss. Profit by making sure every electric range you handle has the outstanding advantage of Wilcolator.

The Wilcolator Control provides both visual and audible signals. Pilot lights indicate when bake and broil elements are cut in and cut out. Preheat button snaps out with a clearly audible click when oven is ready for use.

The control can be installed, on two mounting screws, in any of four positions—with preheat button located above or below, to the right or left of the dial. Contour harmonizes with the over-all appearance of any electric range . . . particularly with modern design.

P.S. NOW A Gas Oven Control That Also Says "WHEN"

Wilcolator's outstanding Oven Heat Control for Gas Ranges is now available with the revolutionary Wilcolator "Oven-Reddy" Indicator which automatically signals as soon as the oven is ready to use. Thus the exceptional advantages afforded by the Wilcolator Gas Range Control—such as its large capacity "Uniflow" valve for super-speed preheat, and amazing ease of servicing—are supplemented by an extremely desirable feature hitherto only available on electric ranges.

THE Wilcolator Company
Elizabeth, New Jersey

WILCOLATOR—precision cooking at a touch of the finger tips

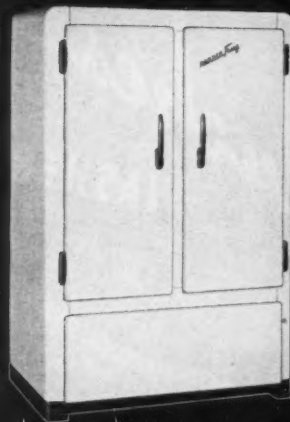
It's "PIE A-LA-MODE"

for HARDER-Freez Dealers...

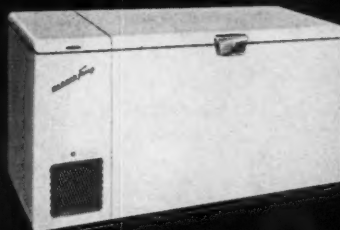
...they're going places
this year and every
year with the
greatest values in the
freezer industry!

HARDER-Freez offers low competitive prices,
outstanding features and design, strong sales
appeal. Nationally advertised. Complete promo-
tional material and Cooperative Advertising
Plan. Tyler helps you sell! Get your share of
HARDER-Freez sales and profits—write,
wire, or call today!

TYLER FIXTURE CORP., Dept. RM-1
Niles, Michigan



13.03, 18 and 30 cubic foot Upright Models.



13.21 and 18 cubic foot Chest Models.





How to influence Prospects

AND MAKE FRIENDS

It's easy and fast by *comparison*.

Compare the Duchess in any price range. For the Duchess is the outstanding value in its four price brackets. No washer performs its function better — none can — because only the Duchess has the famous Triple Flex Spiral Agitator that washes ALL the clothes ALL the time — gently, thoroughly, faster. Compare the Duchess roomy Straight Side Wide Bottom Tub — her sturdy Silent Ball Bearing Transmission and the LIFE-TIME Duchess Guarantee.

You'll make customers and friends while you enjoy extra profits from Duchess low service costs and liberal discounts.

**APPLIANCE MANUFACTURING CO.
ALLIANCE, OHIO**

*World's Largest Manufacturer Concentrating
Production and Sales on Wringer Type Washers*

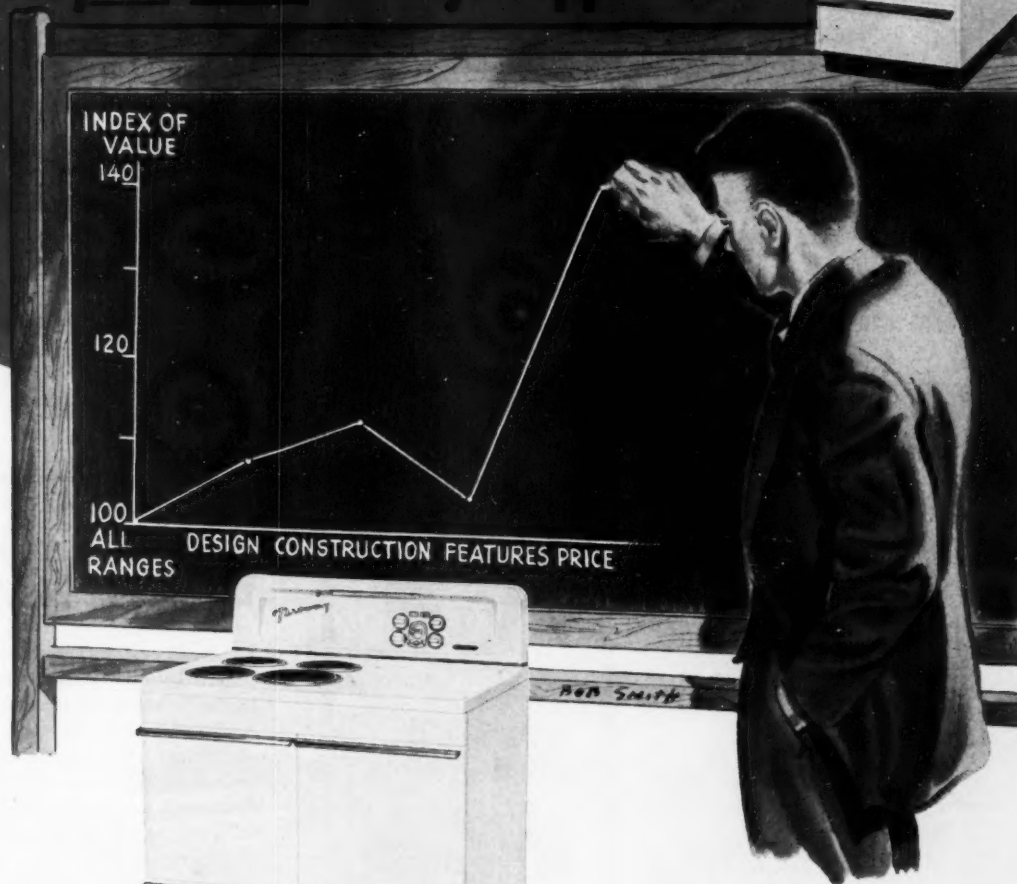
INSURE YOUR FUTURE WITH
Duchess
WASHERS

**NONE BIGGER — NONE BETTER
AT ANY PRICE!**

Preway

Electric Ranges

the greatest *plus value* in major appliances



Any dealer who wants an independent line as a price leader to beat the best that competition can offer has the tools to work with in Preway electric ranges. Solid sales appeal is packed into this well-balanced short line that gives women what they want . . . in style . . . in convenience features . . . in quality construction . . . AND IN PRICE.

Anyone who knows electric ranges at all — can rate these values by the simple expedient of a comparative score card. Try it. Get the facts; then draw your own conclusions. Do this and you'll see why Preway is the line in electric ranges — and gas ranges, too — that alert appliance merchandisers everywhere are using to their advantage.

PRENTISS WABERS PRODUCTS CO.
9551 SECOND STREET NORTH, WISCONSIN RAPIDS, WISCONSIN

Boost Refrigerator Sales

P D Q

Profits Develop Quickly

when you sell the brand new 1951 Deepfreeze Refrigerators!



The "Wonderful-to-Live-With" Deepfreeze Refrigerator

...with the most important door in your home!

- EGGSTOR—handy egg storage, with visual inventory! Right up in front.
- BUTTER BOX—with Spread Control, keeps butter ready to spread. Holds one pound in attractive serving tray!
- HANDY JUGS—two one-quart bottles for chilled juices or water. Ready to serve. Easy to use—at your fingertips.
- HANDY BIN—for the convenient storage of small greens, fruit and vegetables. Removable for greater utility.
- BOTTLESTOR—easy to reach. Holds tall quart beverage and milk bottles.

They're New Inside and Outside... They're So Wonderful to Live With!

The brand new, advanced features your customers see in Deepfreeze Refrigerators are *just what they've wanted!* Beauty in refreshing new design... a wealth of new convenience... storage space for everything... and dependable Deepfreeze performance make Deepfreeze Refrigerators easy to sell. Deepfreeze has carefully surveyed the market to bring you complete coverage of customers' needs in refrigerator sizes, models, and features. Check the many important Deepfreeze advantages... see why the Deepfreeze franchise is wonderful to live with! It's the franchise with a future—in 1951!

AND THERE ARE MORE FAMOUS
FEATURES THAT MAKE DEEPFREEZE
DELIGHTFULLY DIFFERENT! SIX EX-
CITING NEW MODELS FOR EVERY
FAMILY'S NEEDS!

In '51—GO BUY THE NAME—

Deepfreeze

TRADE-MARK REG. U. S. PAT. OFF.


HOME FREEZERS



REFRIGERATORS



ELECTRIC RANGES



ELECTRIC WATER HEATERS

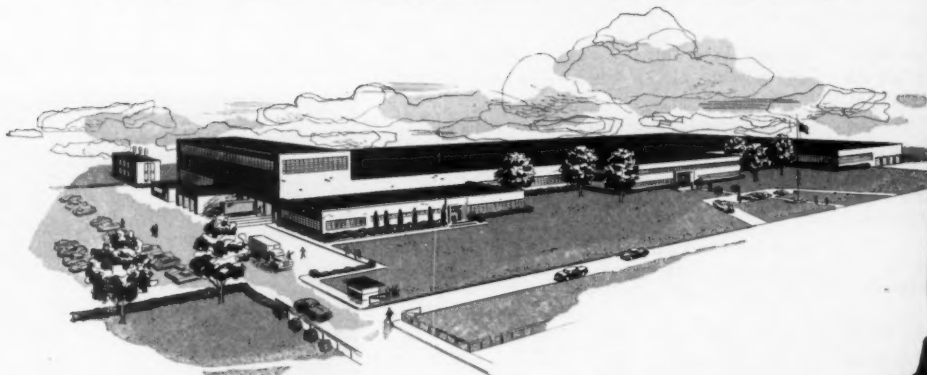
All Products of Deepfreeze Appliance Division, Motor Products Corporation, North Chicago, Illinois

Sign the Franchise with a Future

P.D.Q.

Progressive Dealers Qualify!

After you've seen all others, see the new 1951 Deepfreeze Appliances! You'll sign the Franchise with a Future because it gives you the appliance line America wants! The wonderful new Deepfreeze products feature new convenience, new beauty and revolutionary new features. Dramatically different, they represent the improvement dealers and consumers expect from this Famous Name Manufacturer. In 1951—as always—Deepfreeze can be the profitable mainstay of your business. Get the complete appliance picture . . . see the great new Deepfreeze line.



To meet its fast-growing demand Deepfreeze expanded production facilities with a new refrigerator plant. This means new opportunities for more Deepfreeze Dealers to build their

businesses with a fast-growing appliance line! Take advantage of this historic opportunity—P.D.Q. Join the aggressive family of appliance dealers who are going places with Deepfreeze!

Deepfreeze

TRADE-MARK REG. U. S. PAT. OFF.

"The Name that Built an Industry"

It's your move!

TO MAKE ELECTRIC WATER HEATERS MOVE — TELL CUSTOMERS THE STORY

That's it exactly. It's as easy to sell Electric Water Heaters as to tell customers about them. All you have to do is inform people, give them the facts.

There are so many advantages to talk about! Just one of them, for example, is enough to make the sale—the fact that installation can be made anywhere in the house—upstairs or downstairs—because there's no flue or vent.

But that's only the start of the story—yet you can tell it fast. **Tell about the economy**—the saving on installation, and the minimum radiation losses that result from short hot water lines. **Tell about the long life** that's built into an Electric Water Heater, the minimum of service that it requires.

Then go on and **tell about the cleanliness**—how an

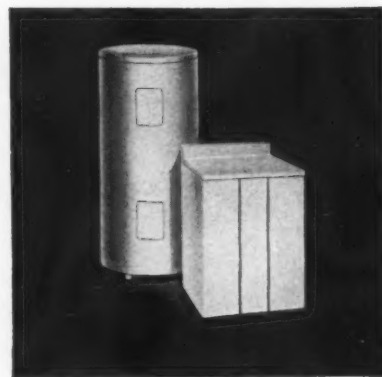
Electric Water Heater is clean as electric light—and how the **full insulation** keeps water at the desired temperature and reduces heat loss. Next, **tell about the automatic feature**—hot water at the turn of a faucet, any time, all the time—because of automatic electric controls and ample storage capacity.

And don't forget to remind yourself of the minimum service calls, and the longer list of satisfied customers **you'll** enjoy.

. . .

So, there it is! The next move is up to you. 990,000 Electric Water Heaters were sold in 1950. That's volume. You can get your share. Just tell the story!

Install the type of Electric Water Heater that best suits the job—tank-type or table-top. Be sure to sell a size that's adequate!



SELL **ELECTRIC** WATER HEATERS

They're what people want!

ELECTRIC WATER HEATER SECTION

National Electrical Manufacturers Association, 135 East 44th Street, New York 17, N. Y.

ALLCRAFT • BAUER • BRADFORD • CRANE-LINE SELECTRIC • CROSLY • DEEPFREEZE • FAIRBANKS-MORSE • FOWLER • FRIGIDAIRE
GENERAL ELECTRIC • HOTPOINT • HOTSTREAM • JOHN WOOD • KELVINATOR • LAWSON • MERTLAND • MONARCH • NORGE
PEMCO • REX • RHEEM • SEPCO • A. O. SMITH • THERMOGRAY • TOASTMASTER • UNIVERSAL • WESIX • WESTINGHOUSE

NORGE WINS

Home Safety Award!



Gas Range "Self-Starter" Voted Tops for Promoting Greater Home Safety

Wow! What a selling story! Amazing "Self-Starter" banishes matches and pilot lights *forever!* Housewife merely presses a button and the oven or any top burner lights instantly . . . with electricity! Tiny electric element is on *only* when it's needed. Uses no more current than a cigarette lighter in an automobile.

So, if you want to pep up your sales, just demonstrate this remarkable Electric Self-Starter on the new Norge Gas Range. Tell your prospects how it won the 1951 Lewis & Conger Home Safety Award acclaiming it as the year's foremost contribution to greater home safety. It'll bring you sales results—*quick!* Try it and see.

It's as simple as 1-2-3 OVEN and TOP BURNERS **LIGHT ELECTRICALLY!**

<p><i>To light top burners...</i></p>	<p>1. Press the Button</p>	<p><i>To light Oven...</i></p>	<p>1. Press lever down</p>
<p>2. Turn knob</p>	<p>3. Presto! Electricity Lights the Gas!</p>	<p>2. Turn Oven Control On</p>	<p>3. Presto! Electricity Lights the Gas!</p>

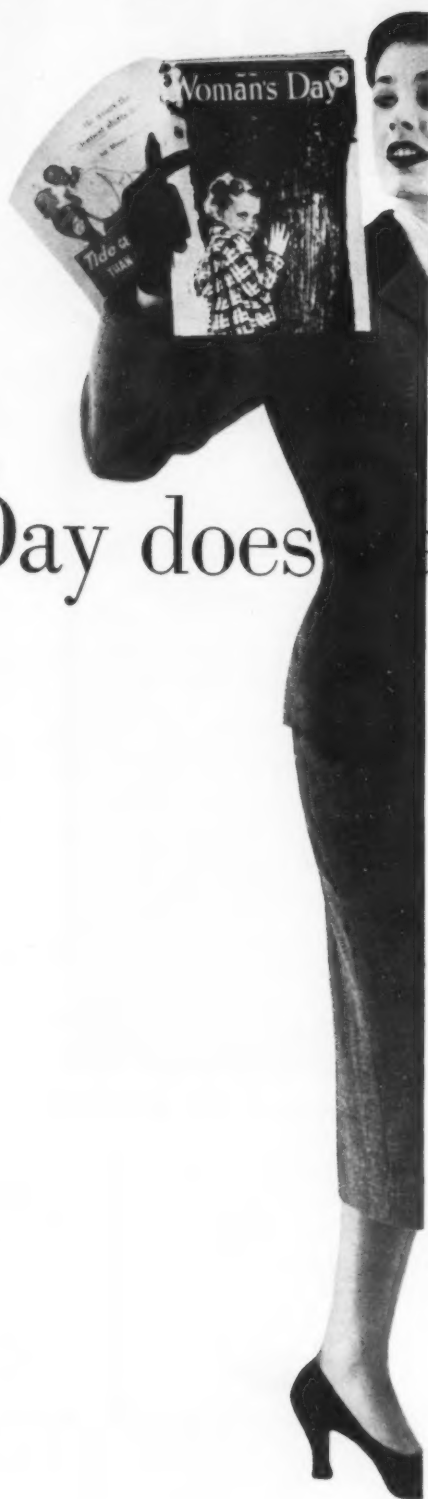


**7 GREAT
NEW
NORGE
MODELS**

... THE LINE THAT PAYS OFF FOR THE DEALER!

appliance
dealer
finds:

Woman's Day does half the sell



ing job!



"You just
have to
wrap up
and collect,"
says Sidney Tuht

of Stanhope Appliance Co.,
Stanhope, N. J.



Take it from Mr. Tuht . . .
it takes half the effort
to sell this smart customer!
That's because she's a woman
who knows what she wants.
She wants Woman's Day, gets it
regularly at the A&P,
*window-shopping your store
as she passes.* When she sees
something she wants in
Woman's Day, her first question
is, "Where can I get it?"
Tell her you sell the toasters,
the refrigerators, the washing
machines advertised in
Woman's Day. Tie in your
merchandise displays, and
next time she passes your store
she'll do more than window-shop
. . . she'll be in to buy.
That's how Woman's Day
does the tough half of
selling for you!

Woman's Day
Sold by A & P stores in big cities and small.
The National Magazine...with the NEIGHBORHOOD impact.

New Domestic MOTION PICTURE

Teaches any salesman
to sell *Long-Profit*
Domestic Sewmachines

Let us prove it!

TYPICAL COMMENTS FROM DEALERS

"Best sales-training
film I've ever seen."

"A film worth
hundreds of dollars
annually to any
salesman."

"It talks a salesman's
language."



Domestic's newest motion picture, "Sew-Up-That-Sale" shows how an average appliance salesman . . . who does not know how to sew . . . learns to sell Domestic Sewmachines. The complete program includes the merchandising talk to start . . . and close . . . sales.

In an hour of your time, this can happen to you, too. So, if you want to increase your earnings substantially, ask for proof. See your Domestic Distributor salesman . . . or write for information to: Domestic Sewing Machine Co., Inc., Cleveland 1, Ohio. Attention: Mr. C. A. Lange, Sales Manager.

DOMESTIC SALES TOOLS HELP MAKE SALES

Dealers using Domestic's new, pretested merchandising helps are now setting new sales records all over the country. A liberal co-operative plan makes available colorful floor, wall, counter and window displays, folders, giveaways, instruction booklets, local promotion and advertising programs. It is all a part of the hottest appliance line in the industry.

A FRANCHISE PACKED WITH SALES FEATURES



Domestic Sewmachines have been awarded the Fashion Academy Gold Medal for distinctive styling and fine cabinetry . . . the *only* sewing machine so honored. Domestic quality is guaranteed . . . without time limit. And, in 1951, 171 million

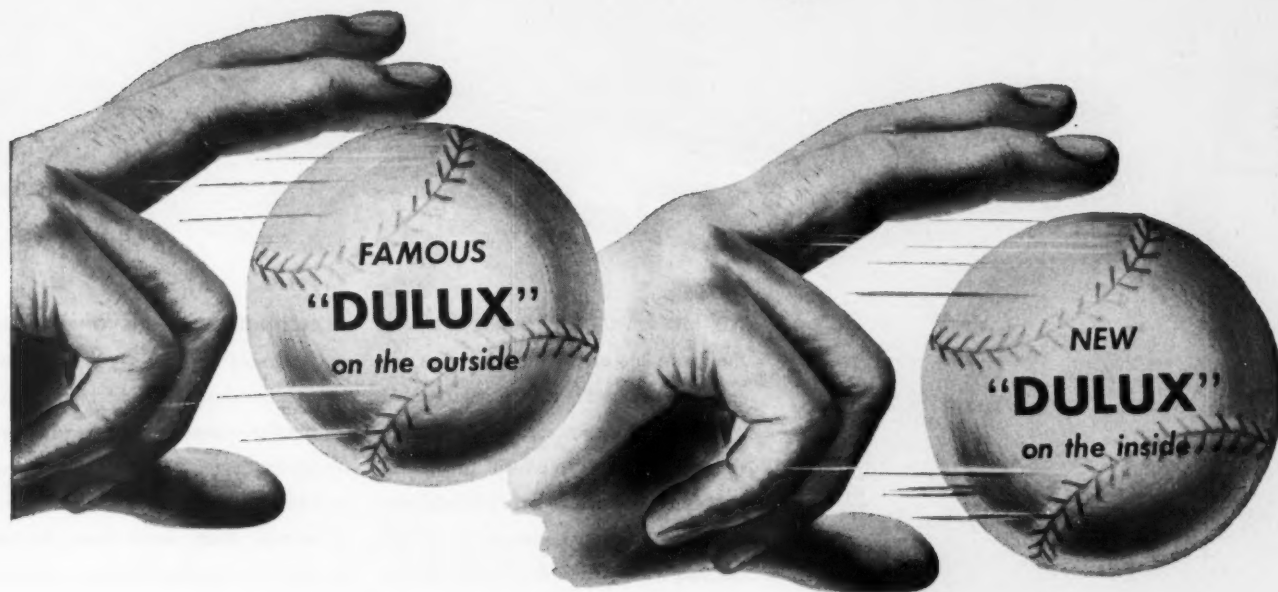
Domestic advertisements will be read by millions of women in 15 leading national magazines.

Ask your Domestic Distributor to show you what Domestic can do for *your* business . . . or write Domestic Sewing Machine Co., Inc., Cleveland 1, Ohio.

Domestic
SEWMACHINES

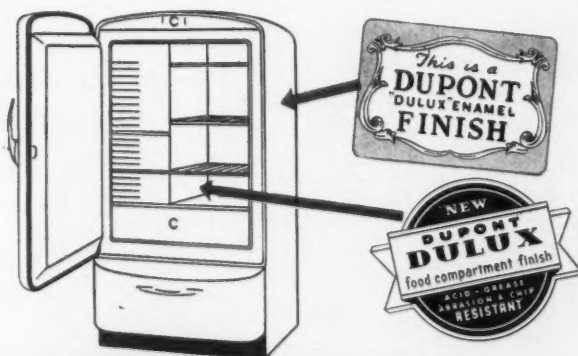
Over 80 Years of Expert American Craftsmanship

Now you get twice the sales pitch!



No wonder sales-wise dealers point to the DULUX Enamel seal! For the DULUX exterior finish has helped sell over 20,000,-000 refrigerators . . . as well as thousands and thousands of other home appliances. Your prospects know that DULUX resists chipping and cracking . . . keeps sparkling white for years. Always be sure to emphasize the DULUX Enamel seal on the outside of the refrigerator. And when you open the door . . .

. . . you now get **double** the selling power with DULUX on the inside, too! Identified by a distinctive seal of its own, new DULUX Food Compartment Enamel passes every Du Pont laboratory test . . . has proved itself in thousands of homes. So make sure that your manufacturer supplies each DULUX-finished refrigerator with both seals—DULUX Enamel seal on the outside . . . DULUX Food Compartment Enamel seal on the inside. Ask for them when you order . . . feature them when you sell!



Use these seals to close your deals

**"DULUX" IS AMERICA'S LEADING
HOME-APPLIANCE FINISH**



DULUX Refrigerator Finishes

OIL or GAS

Evans Gives You the
That You Need to



Gas-Fired Home Heater,
Model G151,
50,000 Btu input
(blower optional).



2 Gas-Fired Home Heater,
Model G161,
65,000 Btu input
(blower optional).



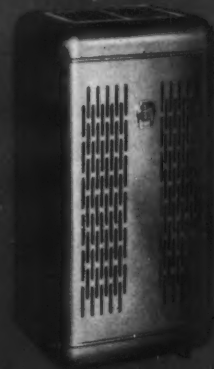
3 Oil-Fired Home Heater,
Model 151D,
50,000 Btu output.



4 Oil-Fired Home Heater,
Model 151,
50,000 Btu output
(blower optional).



5 Gas-Fired Home Heater,
Model 151D,
50,000 Btu output.



6 Oil-Fired Home Heater,
Model 130,
31,500 Btu output.

EVANS is competitive
in price . . .

EVANS is competitive
in features . . .

NO MATTER WHAT LINE YOU NOW HANDLE, the Evans line gives you prices that are genuinely competitive with other makes . . . Evans gives you real sales value to talk about at "sharp pencil" prices customers can afford to pay . . . margins that give you room enough to "swing" the deal without sacrificing all your profit. Evans EXTRA features, Evans EXTRA value, Evans EXTRA performance, give you the edge almost every time.

NO MATTER WHAT LINE YOU NOW HANDLE, the Evans line gives you features that are head and shoulders above competitive makes . . . no doped up gadgets that spell sales and service trouble but real sales advantages like fan-forced, floor level heat, Heatwave blower, simplified lighting, the amazing Humidifan that provides home conditioning 12 months a year...advantages that your customers want and need.

Competitive Values
Sell Any Prospect

EVANS is competitive
in performance

NO MATTER WHAT LINE YOU NOW HANDLE, the Evans line gives you performance that is head and shoulders above competitive makes . . . Evans heaters provide nearly twice the radiant heat output of conventional heaters . . . Evans big heat transfer surfaces get more heat from every drop of fuel . . . Evans engineering and design permits easier service than conventional heaters.

EVANS...

the leader in low-cost
home heating brings
you the greatest
competitive values
in the industry . . .
in the most complete
line in the industry.



EVANS

PRODUCTS CO.

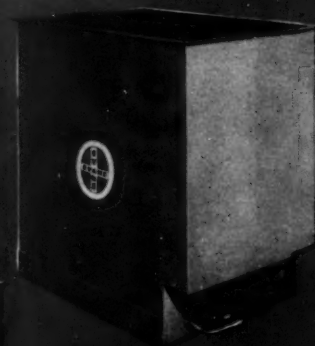
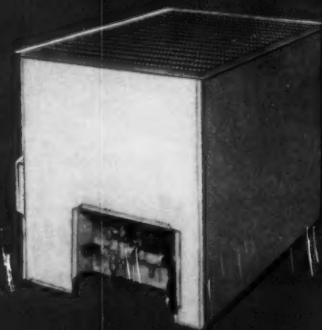
Heating and Appliance Division, Plymouth, Mich.

In Canada . . . The Eureka Electric Co.,

Kitchener, Ontario



7 The Hamilton, that provides home
warming 12 months a year.



9 Gas-Fired Radiant
Heater, Model GR 100, 20,000
Btu input.

10 Gas-Fired Radiant
Heater, Model GR 100, 20,000
Btu input.



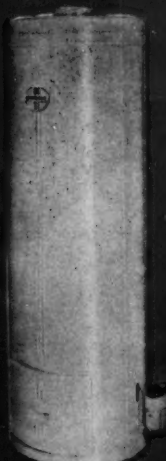
11 Gas-Fired Radiant
Heater, Model GR 100, 20,000
Btu input.



12 Gas-Fired Radiant
Heater, Model GR 100, 20,000
Btu input.

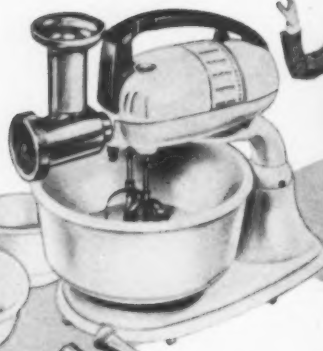


13 Gas-Fired Radiant
Heater, Model GR 100, 20,000
Btu input.

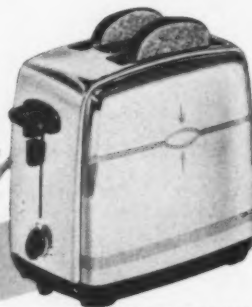


14 Gas-Fired Radiant
Heater, Model GR 100, 20,000
Btu input.

Let's get Mother
a Mixer!



This is Dormeyer's amazing, popular "Meal-Maker." Electric grinder and built-in power unit included at no extra cost. Price appeal with all the power and promotion of Dormeyer behind it. A "Staple" in your appliance selling. The Dormeyer Model 5000 "Meal-Maker."



The "Toast of the Town," Dormeyer's Toastmaker. Beautifully designed in satin chrome. Fully automatic with electric timer. Rewarming device holds toast tasty-hot, just the way you like it. The Dormeyer Toastmaker Model 4500.

Millions
of Mothers
in Dormeyer
Markets!



Dormeyer's big, beautiful new blender. The appliance with hundreds of new uses—with hundreds of new sales possibilities. For added business... add the Dormeyer Blender Model 5900 to your '51 selling.

PRECISION PROMOTIONS!

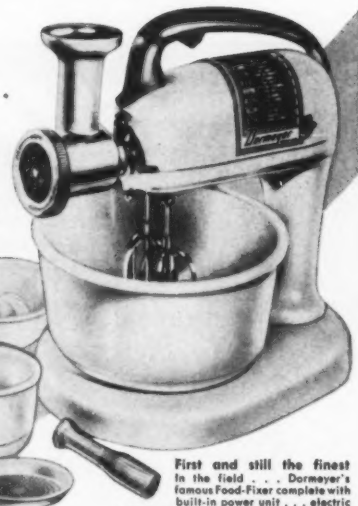
for Mother's Day... June Brides

Two of the biggest sales bulges in Spring and early Summer are stimulated by heavy gift shopping for Mother's Day and June Brides. (There will be close to a quarter of a million new brides in June alone.) To help you focus your efforts on these two big sales opportunities, Dormeyer brings you two powerhouse Precision Promotions. Through May and into June LIFE MAGAZINE . . . SATURDAY EVENING POST . . . BETTER HOMES AND GARDENS will carry Dormeyer's timely gift story to millions. Full set of supporting materials available from newspaper mats to 15 minute TV films. Tie in . . . Cash in. Write, wire, phone today for these merchandising helps.



Capitalize on America's latest cooking craze with America's finest deep fryer—the Dormeyer Fri-Wall. Drain-away faucet makes it easy to save and re-use fat. Automatic thermostat controls heat. Dormeyer Model 5800 Fri-Wall.

Makes Every
Bride a
Better Cook!



First and still the finest in the field . . . Dormeyer's famous Food-Fixer complete with built-in power unit . . . electric grinder and juicer at no extra cost . . . asked for by name by all who want the best. Dormeyer Model 4200 Food-Fixer.

DORMEYER the Buy-Word in Appliances

Dormeyer Corp., 4300 N. Kilpatrick Ave., Chicago 41, Ill. • Fox Agencies, Ltd., Port Credit, Ont.

When father needs a friend!

You are that friend, Mr. Dealer



JOHN WOOD INTRODUCES YOU to the right kind of people . . . helps you make friends with the many home-owners who can afford to buy the services you sell and install.

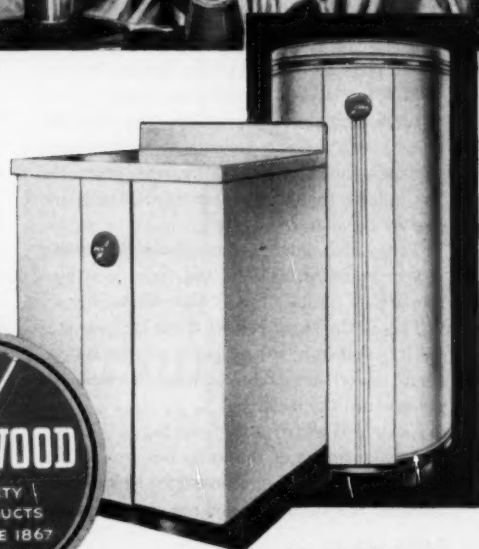
Powerful John Wood advertising in national magazines and local news-

papers (plus many other tested local advertising aids) helps build you up as the man to call when the home-owner needs a hot water heater or a service check-up. Ask your jobber how you can cash in on the big John Wood advertising program.

HERE'S ANOTHER FRIENDLY TIP . . .

When you install a John Wood Water Heater, you've made that customer a life-long friend — because he gets years and years of trouble-free, dependable performance.

AUTOMATIC ELECTRIC WATER HEATERS



John Wood Company
Heater and Tank Division
Censhohocken, Pa. Chicago 9, Ill.
Toronto 6, Can.



Streight Radio Company store at 118 W. Fifth Ave., Gary, Indiana



EUGENE R. STREIGHT

He sells 18,000 TV sets a year!

Losing money five years ago, Gene Streight now does over a million dollars a year in TV sets—in just one of his three stores!

Eugene R. Streight can tell you that planning ahead pays off. It paid off for him to the tune of 18,000 television set sales last year.

Little more than five years ago, Gene Streight came home to Gary, Indiana, from the Navy. His radio shop at 118 W. Fifth Ave.—one of the few in town that stayed open during the war—was losing money.

Today, that same store moves over \$1,000,000 a year in television sets, and Gene has three stores with a total of more than 60 employees.

This is the story behind these striking statistics, and how shirt-sleeves salesmanship, smart advertising and a faith in the future all helped turn the trick.

Early in World War II, Gene began thinking about the future of the radio business. Other shops around town were closing for lack of merchandise to sell. Service and repair work prom-

ised to be the only source of business for the duration.

He looks ahead

"I figured that here was a chance to build a solid foundation for the future," Gene said. "Nobody could say how long the war would last, but one thing was sure. There would be a big backlog of demand, and the dealer with the best reputation for square and dependable service would be in the best position to profit. So when I left for the Navy in 1942, my wife kept the shop open with four radio service men."

Service had always been Gene's specialty. He had started in the business building radio sets to sell in his home. Then he had worked for a Chicago radio manufacturer, and repaired sets for several Chicago dealers before he opened his own shop in Gary in 1932.

Although the store lost money during the war, it soon became evident that Gene's faith in the future was well placed. He returned to find that his name was almost synonymous with dependable radio service in Gary, and that the big market for television was just beginning to take shape.

While he was waiting for production to get under way, he continued to expand his radio service business. With the help of a house-to-house canvassing campaign, he took in as many as 200 radio sets for repair on a single weekend.

Shirtsleeves salesmanship

Then he went after television's first big market—the taverns. "Another fellow and I canvassed almost every tavern from Chicago Heights to Benton Harbor," said Gene. "We worked from 8 a.m. to 11 p.m., demonstrating and installing television sets."

"I was doubling as a service man too, so there wasn't much time for anything but work. Those extra hours we put in when television was just getting started gave us the strong foothold in Gary's TV business that we're enjoying today."

The success of Gene's "shirtsleeves salesmanship" soon was reflected in the appearance of the store. An addition was built on the rear of the building to warehouse merchandise. Three

carpeted display rooms were opened on the second floor to supplement the first floor display facilities. Employees were added as the volume of business grew. There are now 43 employees in the store, 35 of whom are service men.

The variety of brands and models also grew rapidly. A customer can now choose from 34 different makes of television sets at Streight Radio. The present parts and tubes inventory is valued at more than \$50,000.

The expansion didn't stop in Gary. In 1946, Gene opened a store in Michigan City. Then in 1950, the Streight TV Mart opened for business in Kalamazoo, Michigan, on the same day that the local television station went on the air. In both of these stores, as in the Gary store, every sale is backed by a super-efficient service department.

More service improvements

Plans are under way to increase even more the efficiency of Streight's service. Gene said, "We're waiting for the official okay to install a two-way radio system in our trucks. It will enable us to give service on practically a ten-minute basis throughout our trading area."

"At present, we're making about one thousand service calls per week, using thirteen service vehicles. With a dispatcher and a two-way radio set-up, we should be able to up that figure considerably."

Streight Radio now does a big business in converting sets to use larger picture tubes. On the average, about two sets per day are converted in the shop. This popular service helps to eliminate the old problem of TV trade-ins, and it proves profitable for both Streight and the customer.

Competition is heavy in the Gary area. Not one to rest on his laurels, Gene continues to make a strong bid for sales. No small part of his selling effort, of course, is the reputation he has built for prompt and dependable service. But this is far from the full story.

Specialization sells TV

Gene will tell you, "The fact that we're TV specialists has helped more than you'd think. Although we still service radios, we sell nothing but television. It's customary for dealers to handle appliances, housewares, radio and TV in the same store. We believe that a wide variety of merchandise such as that makes it difficult to push any one line effectively. Our specialization is one of our best selling points. It carries a lot of weight with the prospect."

"Many of our prospects are employed in Gary's steel industries. We are open two nights a week to give these people a chance to come in. An average evening will produce thirty TV sales."

"Our advertising now takes the place of house-to-house canvassing. We have no regular outside salesmen. I think the sales gains we've made attest to the effectiveness of our advertising."



Gene Streight (seated) and Joe Pruzin, Mgr., Streight's Gary Store, look over a two-page, full color Selective Area ad in which the store participated.

Favors newspaper ads

With the exception of a few signboards, all of Gene's advertising is placed in newspapers. He advertises an average of three times weekly in the Gary daily newspaper. In addition, he runs a heavy schedule in the Chicago Tribune, under that paper's Selective Area advertising plan.

"Almost everybody in town reads the Tribune," said Gene. "I've always regarded it as the best advertising medium in this part of the country. With the Selective Area plan, it's an ideal medium for us."

"We get big space ads—most of them full pages—for a small fraction of the cost you'd expect to pay for this kind of advertising. Although the cost is divided among the manufacturer and distributor and a lot of other participating dealers, we get the full benefit of the advertising here in our trading area. Other dealers' names appear in our ads, but they're located in other shopping districts where they offer us no competition."

Sunday ads important

"We're particularly enthusiastic about our Selective Area ads in the Sunday Tribune. There is no Sunday paper published in Gary, so the Tribune is our best way to reach our prospects on the day they have the most time to read."

"After a recent Crosley campaign, we sold 25 or 30 Crosley sets in a few days. That kind of response has made Selective Area advertising an important part of our advertising program."

★ ★ ★

MANUFACTURERS: Your advertising sells your product most effectively when it stimulates your dealers' enthusiasm for your line.

Under the Selective Area advertising plan, your advertising gets greater support from your dealer because it produces results he can see in his own store. He gets retail-store-type copy over his own name in Chicago's No. 1 hardlines medium, reaching the prospects best able to trade with him. This is the kind of advertising he prefers. Yet the entire program is factory-supervised and agency-placed.

So successful has the plan been for dealers, distributors and manufacturers that already more than \$1,250,000 has been invested in Selective Area advertising in the appliance field alone. More than half of the appliance retailers in Chicago and suburbs have made it a part of their promotion programs.

Selective Area advertising can get increased sales and dealer support for your product. It is geared to today's selling trends to help you build the consumer franchise you want in Chicago's multi-billion dollar market.

Ask your Chicago Tribune representative for complete information.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Chicago Tribune Representatives:

Chicago
A. W. Dreier,
1333 Tribune Tower

New York
E. P. Struhsacker,
220 E. 42nd St.

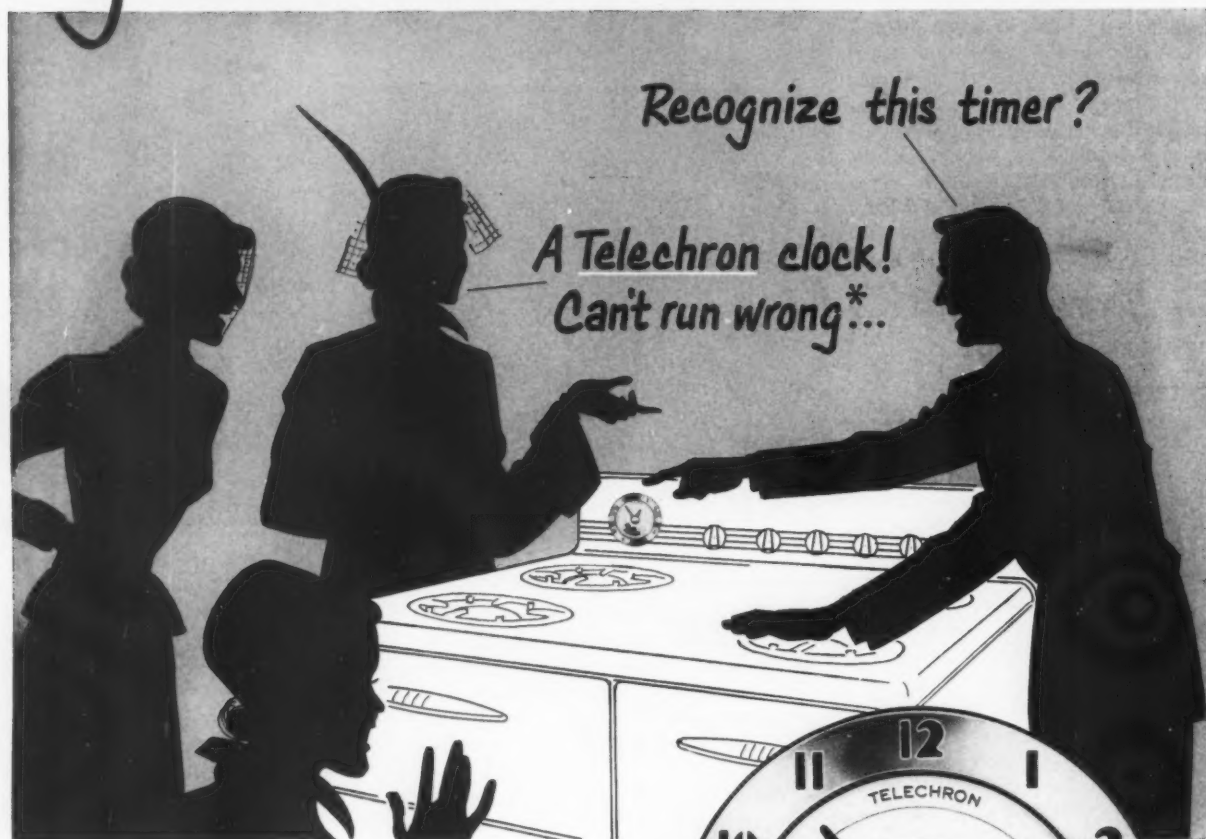
Detroit
W. E. Bates,
Penobscot Bldg.

San Francisco
Fitzpatrick & Chamberlin,
155 Montgomery St.

Los Angeles
Fitzpatrick & Chamberlin,
1127 Wilshire Blvd.

MEMBER: FIRST 3 MARKETS GROUP AND METROPOLITAN SUNDAY NEWSPAPERS, INC.

Your customers know the answer...



...and that's what
clinched the sale!



Moral: People know the Telechron trade-mark and what it stands for. Let powerful advertising and widespread ownership (more than 10 million) of Telechron electric clocks go to work for you. Sell ranges with Telechron timers. TELECHRON INC., 125 MAIN STREET, ASHLAND, MASS. A GENERAL ELECTRIC AFFILIATE.



Telechron
TIMERS
*The Low-Cost Plus
that Clinches the Sale*

* Telechron Synchro-Sealed Motor is synchronized perfectly with local electric power plants, so it has to run right.

HERE'S SOMETHING TO THINK ABOUT...

women want the
**Automatic
Accurator**



**...AND IT'S AVAILABLE ONLY
IN WHIRLPOOL WRINGER WASHERS**

Here's something new! It's the WHIRLPOOL *automatic accurator* which times exactly each washing... eliminates all guesswork. When the selected wash period is finished, a bell rings and the washer shuts off *automatically*. It saves time and steps. Then there's exclusive *Surgeflow* which creates active, more energetic water action to give unmatched washing ability. Yes... such extra conveniences and washing ability are *wanted and purchased* by housewives!

And there's more. There's giant-size, 9-lb. capacity... big adjustable wringer with feather-touch release... splash-proof porcelain tub... convenient, waist-high surgeflow

agitator control... sturdy all-welded construction... gleaming lifecoat finish... smarter design.

Add all these features up and you get unmatched performance that keeps customers sold not only on WHIRLPOOL but on you as a dealer in quality products. Result? More good-will... more sales... more profit for you!

WHIRLPOOL CORPORATION

For Over 50 Years Manufacturers of the World's Finest Home Laundry Equipment

ST. JOSEPH, MICHIGAN, U. S. A.

IN CANADA: John Inglis, Ltd., Toronto, Ontario

Whirlpool

WASHERS, DRYERS and IRONERS

The Line That Stays Sold!

We Must Pay As We Go

We must do our utmost to pay as we go for our present defense program.

On that proposition those who speak with authority are remarkably well agreed. This editorial — the second in a series on our mobilization for freedom — sets forth in simple terms why there is this agreement.

Next year — the fiscal year beginning next July 1 — the federal government's budget calls for the expenditure of \$10 billion more than is scheduled to be collected in taxes. The deficit is due to the increase in defense expenditures.

A part of this deficit can be eliminated by cutting non-essential expenditures and increasing efficiency in the defense program. There is wide agreement on this. It is the duty of the President and Congress to see that it is saved.

How the remaining deficit anticipated in the federal budget—\$5 billion to \$10 billion—is handled is crucial. The government can meet it by raising taxes—by paying as we go. Or it can borrow, issuing more government bonds.

Borrow Again?

We relied heavily on borrowing in both World War I and World War II. In World War I only about one-third of the expenditures of the federal government were met by taxation. In World War II about 45 percent were met in this way. The rest we borrowed. Some people ask, why can't we rely heavily on borrowing again? Why is it crucially important to avoid adding \$5 billion to \$10 billion to a federal debt that is already \$257 billion?

Part of the answer is found in the contrast be-

tween this defense program and our all-out effort of World War II. Another part—and one that is all-important in combatting inflation—results from the rapid decline in the purchasing power of the American dollar in recent years.

We went "all out" in World War II. We put almost half of everything we produced into our military effort. Taxes high enough to pay the financial costs as incurred would have meant huge tax increases. It was feared that such increases would kill financial incentives to get "all out" production. Since we expected the war to be short, borrowing seemed a safe expedient. Price control and rationing, with wartime patriotism to give them effective support, were relied upon to keep in check the inflationary pressure created by borrowing rather than taxing.

Our present defense program is scheduled to take a much smaller share of our production, but to take it over a much longer period. At its peak, the program as now planned will take only about 20 percent of our total national production. But, to use General Bradley's phrase, "the conditions under which we labor may persist for ten, fifteen or twenty years."

What About Controls?

For a period of any such duration it would be foolhardy to expect that the sort of controls we had for the few years of World War II could hold in check the inflationary pressure created by not paying as we go. It would be as foolhardy as it would be for a family to plan on borrowing to pay the expenses of a member discovered to be afflicted by a chronic ailment which might last a long lifetime.

Obviously, the only safe thing to do in such a case would be to adjust the family budget so that the expenses of the illness would be paid currently.

Our heavy reliance on borrowing in World War II had consequences which block a successful repeat performance.

If the borrowing had been done by persuading individuals to transfer their savings into government bonds, relatively little inflationary pressure would have been created. What the government would have spent with the proceeds of such bond sales would have been subtracted from the money individual consumers could spend.

But much of the borrowing was done from banks. That course expanded the amount of money available to the government without any offsetting subtraction of money from the hands of individuals. Thus, when direct price controls were removed after the war, this bottled-up purchasing power contributed to a price inflation which has cut purchasing power of the American dollar about in half — and decidedly changed the attitudes of the American people toward that dollar.

During World War II, Americans in general believed that:

The war would not last long.

The dollar would hold its value, and even gain value after the war.

Many wonderful new products would be available in the postwar period.

Today the American people have:

Seen the value of their dollars melt away fast.

Been assured that, at best, we may have a 10-15-20-year pull ahead.

Been warned not to expect a postwar paradise anytime soon.

One result of these changed attitudes is a notable lack of enthusiasm for government bonds on the part of individual investors. This is indicated by the fact that since Korea redemptions of E bonds have exceeded sales by about \$600 million. Another result is a continuing rush to convert dollars into physical goods and equipment or claims on them. This trend weighs against financing the prospective federal deficit by borrowing from individuals.

Borrowing from banks to meet the deficit would again add fuel to inflation.

The prospective deficit is due to federal expenditures for military goods. Even if they are not blown up or shipped abroad, these goods will not be available to civilians. But the money paid to those who produce military goods will still be available to bid up the prices of civilian goods. Thus, at a time when people show relatively little disposition to save dollars, a menacing inflationary pressure — an inflationary gap, the economists call it — will be created.

If our fight against inflation is to be successful this gap must be closed by taxes. We need to do other things, too, for inflation has many different causes. Credit expansion must be effectively controlled. Production of civilian goods must be increased as much as possible by eliminating waste and inefficiency. But a pay-as-we-go tax program is basic to a successful attack on inflation. And inflation — unless it is checked — could wreck our defense effort.

We cannot pay as we go merely by soaking harder the corporations and those in the upper income brackets.

As the President's Council of Economic Advisers has reported, "by far the largest part of the additional revenue must come from the middle and lower tax brackets. These are the brackets in which the great bulk of the income is located."

Taxes Can Attack Inflation

By spreading tax increases broadly, taking small amounts from many people, inflationary pressure would be effectively reduced. It is the expenditures of the great mass of people, rather than the small numbers in the upper income tax brackets, that create most of the pressure. Moreover, it is possible to increase taxes broadly without killing the economic incentives to produce. Maintaining these incentives is essential to the success of the defense effort.

Our elected representatives cannot be expected to be enthusiastic about a pay-as-we-go tax program. It involves increasing the taxes of the great body of their constituents, an operation completely lacking in political glamour. However, such a program also involves the integrity of the American dollar. And that is absolutely essential to the success of the defense program. We shall be very foolish if we do not let our leaders know that we want them to do everything possible to pay as we go.

McGraw-Hill Publishing Company, Inc.

R & M fans for '51

...so Big in value that
a Sellout is certain!



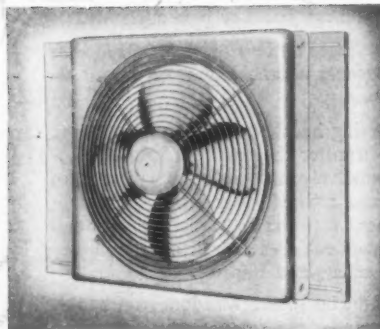
Times being what they are, the money you invest in quality appliances is sure to earn a quick profit. And these Robbins & Myers Fans for 1951 are the finest we've ever produced. In performance, in styling, in price range—their appeal is unmatched. You can count on them to go fast.

To make sure, we're backing this merchandise with plenty of promotion. National advertising, animated displays, window streamers, consumer folders, newspaper mats—yes, everything you could ask for will be working to give you a completely profitable fan season.

But hurry. Order now. Call your R & M Fan distributor today. If you'd like us to send you his name, write: *Robbins & Myers, Inc., Fan Division, 387 S. Front St., Memphis 2, Tenn.*

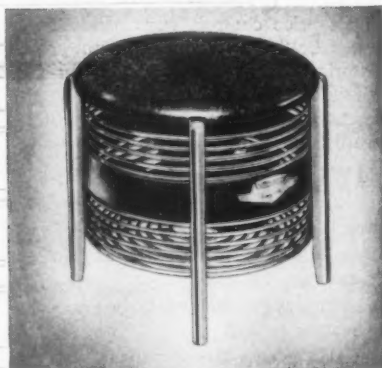
ROBBINS & MYERS

Fans for 1951



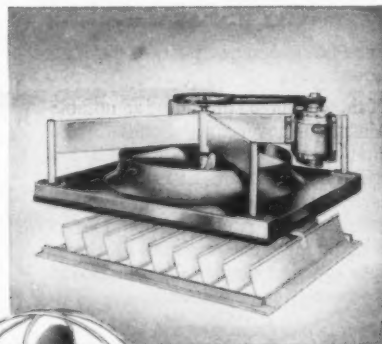
18" and 22" Window Fans

Electrically reversible—the flip of a switch forces air in or out. Two speeds on both intake and exhaust. Adjustable mounting panels fit any window: (up to 35" wide for 18" fan; up to 39" for 22" fan). Only a screwdriver needed to install. Four blades, direct-connected. 18" size delivers 2500 cubic feet of air per minute; 22" size, 3400. Ivory enamel with silver-finish grille. Guaranteed five years. 18" size, \$59.95; 22" model, \$79.95, retail.



"Breeze-All" Floor Fan

Durable, mottled-mahogany plastic top and metal band. Chromium-plated legs and grille. Safe from top, bottom, sides. Delivers a whopping 3500 cubic feet of air per minute. Doubles as extra seat or table. Extra-low-cost operation. Three speeds, 12" blades, and really quiet. Guaranteed five years. \$49.95, retail.



"Package" Attic Fan

Complete home cooling system—no trap-door, grille, or suction-box to buy. Easy to install. Ideal for low attics and all standard hallways. Rubber-mounted, sound-insulated. Changes air once every minute in average house. Factory-lubricated, sealed ball bearings. Baked enamel (ivory) on shutter and trim. Four sizes with air deliveries from 4750 to 9700 CFM. From \$149.50, retail.



◀ **"Quiet" Fan**—Wide-blade, powerful oscillator at a popular price. One-piece, soft-rubber hub assures smooth, quiet operation. Balanced aluminum blades. Sturdy pressed steel motor body. Durable sable-brown finish. Mounts on wall easily. All the luxury features of much more expensive fans. 10" size, single speed, \$17.45; 12" model, 2-speed, \$24.95; 16" size, 3-speed, \$43.95, retail.

"Quiet De Luxe" Fan—New gunmetal-enamel finish. Die-cast body and base. Oscillating mechanism fully enclosed. Delivers up to 1700 cubic feet of air per minute. Guaranteed 5 years. In 12" and 16" blades. Three speeds. 12" model, \$44.95; 16" size, \$52.95, retail.

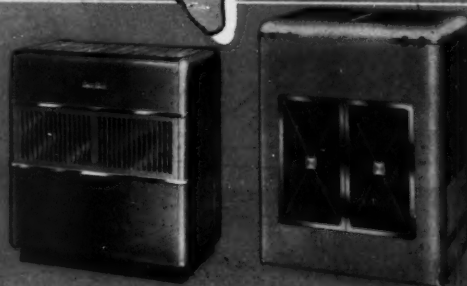
**MORE POWERFUL SELLING FEATURES!
MORE DISTRIBUTOR and FACTORY SUPPORT!**

Superflame

The Hottest Selling Space Heater Line in America!

**1. AMERICA'S
MOST COMPLETE
LINE OF
FAST-SELLING
SPACE HEATERS!**

NEVER A LOST SALE WITH SUPERFLAME! The right model at the right price for every heater prospect! 15 beautiful "Fuel-Saver" Oil Heaters and 7 great "Gas-Saver" Gas Heaters. Each model is *unsurpassed* in quick-selling features that turn "lookers" into "buyers"! Put a STOP to "lost sales" and wasted selling effort with **SUPERFLAME!** Big heat demands or small heat demands, oil or gas, there is a **SUPERFLAME** model to meet *every* heating need!



**2. THE
LINE OF
GREAT
PROMOTIONS!**

ONLY SUPERFLAME HAS SUPERFANI! The basis for the most spectacular promotions in space heater history! In past promotions, dealer sales increases have been *amazing!* The **NEW** 1951 promotion will be the *greatest ever seen!* Factory and distributor sales helps for every **SUPERFLAME** dealer will be outstanding this year, with a *brand new, complete* sales program that includes every conceivable selling help that any dealer could ask for. Be the outstanding heater dealer in your area with **SUPERFLAME!**



Every **SUPERFLAME** dealer will be provided with a **BIG, NEW** sales kit, window banners, counter cards, newspaper ads, radio announcements, self-mailers, catalogs, etc. and the most liberal co-operative advertising program in the industry!

**3. Exclusive
"QUICK-SALE"
ADVANTAGES!**

SUPERFLAME HEATERS SELL FASTER! STAY SOLD! Every feature is customer approved and **SUPERFLAME** is recognized as "The Line Made Famous By Satisfied Users"!

ONLY SUPERFLAME has the "Fuel-Saver"!

ONLY SUPERFLAME has the "Gas-Saver"!

ONLY SUPERFLAME has the "Triple Combustion Burner"!

ONLY SUPERFLAME gives *All* the Styling, Efficiency, Dependability, and Economy that **YOUR CUSTOMERS WANT!**

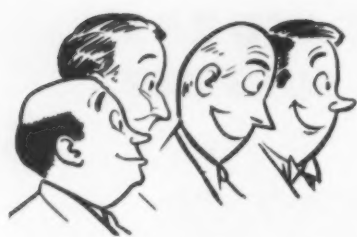
**WRITE TODAY FOR PROOF THAT
Superflame is YOUR MOST
VALUABLE HEATING APPLIANCE FRANCHISE!**

To: **QUEEN STOVE WORKS, INC.**

Dept. EM51, Albert Lea, Minnesota

- ☐ Please send Complete Catalogs and Prices.
- ☐ Send details on your sales program and how I can obtain an **EXCLUSIVE SUPERFLAME FRANCHISE.**
- ☐ What is the name of my nearest **SUPERFLAME** Distributor?

Firm Name.....
Address.....
City.....Zone.....State.....
BY.....(name)



Thousands of *EASY*
dealers are dating

"THE KID NEXT DOOR!"



THIS is no ordinary date! Dealers are grabbing the chance to give their salesmen a solid work-out with Easy's vital and timely new Spindrier sales story, "The Kid Next Door".

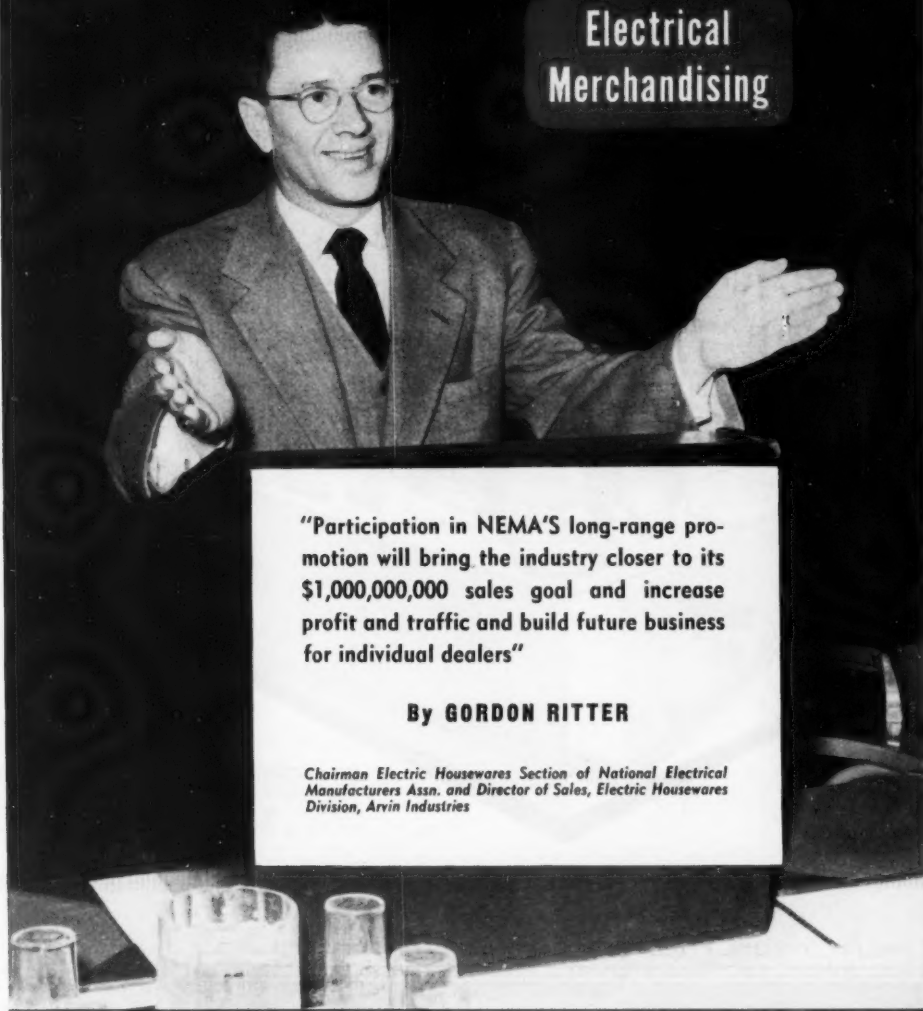
It's a brand-new Spindrier selling approach that dealers tell us makes real sense to old and new salesmen...that gives them a new hard-hitting demonstration pitch for the competitive selling days ahead. What's more, it was developed and tested by Easy's own salesmen right out in the field.

Make your own date with "The Kid Next Door"! If you haven't seen this exciting new sales turn-over, get your Easy representative to come in and show it to your salesmen right away! It's just another example of Easy's up-to-date retail thinking that pays off with faster, easier Spindrier sales in *any* kind of a market! Easy Washing Machine Corporation, Syracuse, 1, N. Y.



...with 3-minute Automatic Spin-rinse

Electrical Merchandising



"Participation in NEMA'S long-range promotion will bring the industry closer to its \$1,000,000,000 sales goal and increase profit and traffic and build future business for individual dealers"

By GORDON RITTER

Chairman Electric Housewares Section of National Electrical Manufacturers Assn. and Director of Sales, Electric Housewares Division, Arvin Industries

In Electric Housewares Selling, Remember IT'S A GIFT

BY now dealers all over the country have shifted into high gear for the greatest long-range sales campaign in the history of Electric Housewares. Launched by the Electric Housewares Section of NEMA, the basic selling idea is simply and effectively stated in the theme—*Give Electric Housewares—First Choice for every gift occasion.*

With this powerful merchandising idea behind him, the aggressive retail dealer can greatly increase his share of the tremendous multibillion dollar gift market and greatly increase

his volume for 1951. The dealers' plum in this billion dollar pie depends upon their follow through month after month, year after year.

The industry realizes that material shortages can greatly curtail the supply of merchandise. But ours is a selling industry and we must constantly use a selling idea to build strongly for the future. The gift idea is a flexible one that can be adapted either to restrained or peak production.

Now then, Mr. Dealer, let's take a look at this year-round campaign and see what's in it for you.

First—You will build a continuous new trade with customers who have perhaps forgotten that many of the most wanted gifts in a new bride's home are those practical gifts for every day living as represented by our electric houseware group.

Second—You will get higher ticket sales. Gift buyers are not price buyers. They are looking for the quality and value you have to offer.

Third—By selling electric housewares as all-occasion gifts you will add a major contribution to your overall volume and profits.

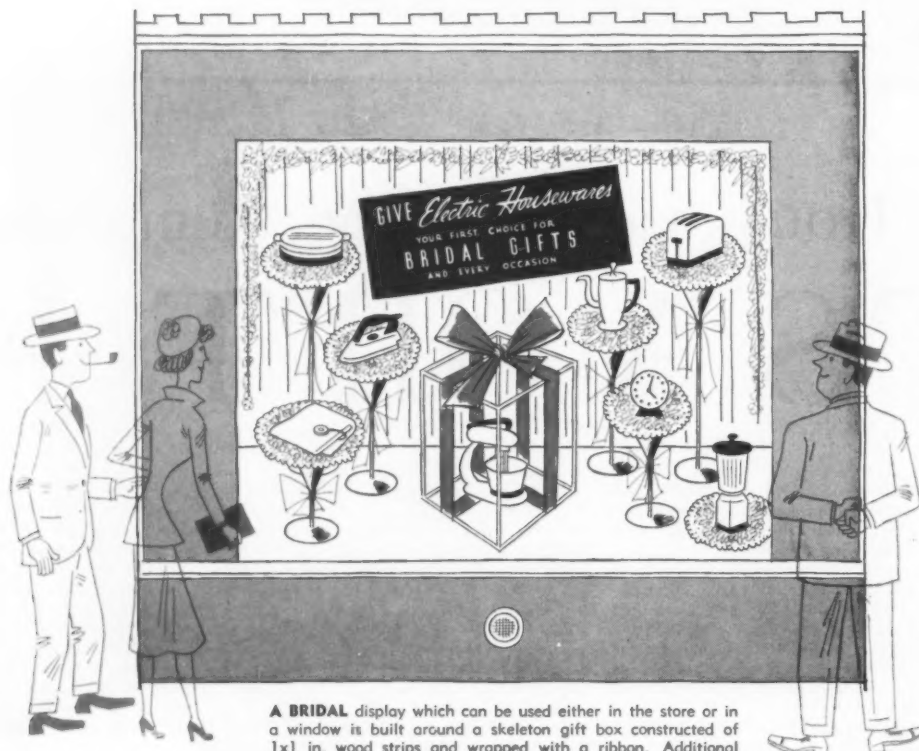
Fourth—You will build a future continuous year around business by establishing yourself as a major gift center.

You can put your thumb into the billion dollar pie every single day of the year. Special gift occasions are your natural promotions. But it's the day-after-day merchandising that pulls out the biggest plums year after year in this long-range program. Remember, every day is somebody's birthday or anniversary. Here's how you can capitalize on this steady source of business:

(Continued on next page)



EYE-CATCHING spots dramatize individual appliances on this island display stand. The circular discs can be made of cardboard or beaverboard and the sunburst design can be either cut out or painted on. Wire frames the official poster.



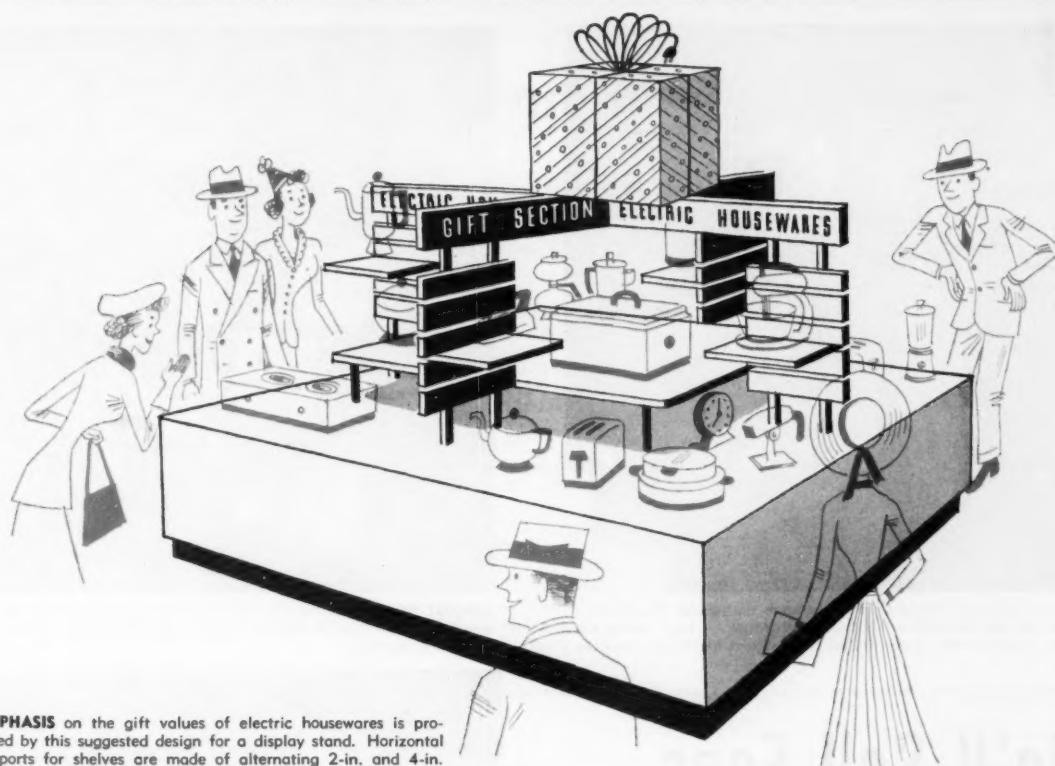
A BRIDAL display which can be used either in the store or in a window is built around a skeleton gift box constructed of 1x1 in. wood strips and wrapped with a ribbon. Additional merchandise is displayed on flower-decked stands.

(1) Set up a permanent display of *Electric Gift Housewares* in a prominent part of your store or department. Group your appliances according to type so that customers can look at and compare the various brands as easily as possible. Illustrations A and B show the best type of display unit. These offer maximum display space and allow the customer to walk around them and inspect merchandise.

(2) Thoroughly instruct your sales staff on the merits and workings of every electric houseware. Be sure that they can recommend the particular type best suited to the customer's need. Special sales training literature is available from most manufacturers at low cost or on a no-charge basis.

(3) Show a gift-wrapped item in your display and in every electric housewares window. Many women have never considered electric housewares as gifts merely because purchases have been wrapped unbecomingly in plain paper and cord—without removing crayon price marks. Incidentally, items should all be priced legibly to help customers and sales staff alike. Avoid pricing on the instruction ticket which goes to the receiver of the gift item.

(4) Feature *gift certificates*—talk them up. They've done wonders for many industries and they'll do the same for electric housewares. You'll find they clinch sales quickly and *double* your traffic—create new cus-



EMPHASIS on the gift values of electric housewares is provided by this suggested design for a display stand. Horizontal supports for shelves are made of alternating 2-in. and 4-in. shelving board. Gift box on top is beaverboard.

tomers who can be sold again and again.

(5) Remind your customers at point of sale that today is somebody's birthday or anniversary. Do it in a calendar display and instruct your sales staff to mention it to every customer.

(6) Keep small gift enclosure cards nearby to act as reminders. Give these out with each purchase to establish yours as a gift-selling store.

The *Saturday Evening Post* is showing its ready acceptance of the industry's program by supporting it with a complete merchandising tie-in kit.

Gifts All Year

In 1950 electric housewares retail volume is reported to be more than \$600,000,000.00. It's estimated that as much as 60 percent of this volume came in the so-called peak months from July to Christmas. It's the belief of most industry leaders that greatly increased sales, plus more consistent year-round volume of business, can be attained by merchandising electric housewares for every natural gift occasion—twelve months out of the year. This theme acted on now can greatly increase your May, June and July sales volume.

Brides Make Summer Market

The five coming months—May through September—account for half of the total number of marriages every year. And you might be amazed to

learn that August, the second largest marriage month, is only two percent behind June in its number of weddings. Hit this gift market from every angle.

Set up a bride's display such as the one in the illustration. Use the official poster or window strip as a backdrop and let white or pastel streamers radiate from a gift box to group items for the bride. A bride receives an average of 137 gifts—every wedding is a potential for all basic electric housewares.

Your basic gift list should include the following items: bottle warmer, broiler, corn popper, electric bed covering, hotplate, ice cream freezer, fan hair dryer, juice extractor, portable heater, shaver, waffle iron, egg cooker, blender, coffee maker, clock, coffee mill, electric iron, roaster, food mixer, heating pad, knife sharpener, sandwich grill, toaster, vaporizer, deep fat fryer, massager and vibrator.

Advertise in your local papers at regular intervals. Radio spots are proven sales getters—use them. Devote several windows to bridal gifts and be sure to include the gift box and the gift certificate. You might use a "something old—something new" window and contrast one of the oldest appliances you can find with a brand new model.

Demonstrate electric housewares. Nothing sells them faster than a live demonstration that shows their ease and efficiency. Be sure that your dem-

onstrator is thoroughly familiar with the how-to's and can answer any questions.

Ask your newspapers to keep you posted on local engagements and weddings and follow these up with direct mailings. Run small ads on the society page promoting electric housewares as bridal gifts. Keep a list of gifts bought for each bride in your store. In this way you can avoid duplication (and returns) and you will be able to suggest electric housewares gifts that the bride-to-be has not yet received.

Father Is a Cook

Set up a separate display using the same basic idea as for brides. Dress a window with the official streamer as well as a gift box and gift certificate. Display items for his personal comfort. And, remember, many men enjoy cooking and *do* cook. You'll find many items out of the 28 that appeal to this side of Dad.

Gifts for Babies and Homes

Don't miss any opportunity to make this year-round merchandising campaign an all-out success.

In addition to the increased traffic and dollar volume from participation in the campaign your store and staff can receive recognition for their development of visual merchandising ideas. Enter your windows and interiors in a nation-wide 1951 electric house wares

display contest. Three beautiful awards and Certificates of Outstanding Merit will be awarded by a jury of distinguished judges in each of the six store classifications: (1) Appliance Dealers, (2) Jewelry Stores, (3) Hardware Stores, (4) Department Stores, (5) Electric Service Company Stores, (6) Drug Stores.

Send in 8" x 10" glossy prints of your displays by June 15, 1951 to: Window Display Contest Committee, Electric Housewares Section, National Electrical Manufacturers Association, 155 East 44th Street, New York 17, New York. It is understood that photos may be reproduced in trade papers and other media.

Start right now—to capture your share of the tremendous gift market for brides, Father's Day, Anniversaries and Birthdays. There's a billion dollar market waiting for those dealers who will aggressively promote these beautiful, essential and most wanted of all merchandise for the new home. Send for your free Industry Promotion Kit containing the official poster and window streamers for these special occasions. Write to: Electrical Housewares Section, National Electrical Manufacturers Association, 155 East 44th Street, New York City 17, New York. Mat ads and copy suggestions are also available to you through most of the syndicate advertising services of local newspapers. *End*



ATTIC FANS can be demonstrated right in the store and dealer Osberg gives a dramatic one when he shows how the draft will hold up his hat. During the summer the fan runs every day, regardless of temperature, to attract attention.

He'll Sell Fans In Any Weather

Blow hot or cold, the fan volume of Ted Osberg, Riverside, Ill., will top \$12,000 this year because he makes fans a specialty with demonstrations, display and advertising

DEALERS like Ted Osberg, Riverside Electric Co., Riverside, Ill., are encountering a new situation in the fan market.

There has been a substantial carry-over in fans from last year which has given the retailer a good start.

Last year's cool season is still in the memories of retailers going shopping. Typical is the store that bought 100 fans year, and has 50 still in stock. A distributor salesman finds Mr. Dealer saying, "I'm ready; I've got all I need. Had an opening order of 100 last year and thought I would sell 200, but I didn't. This year I am playing safe."

If we have another cold summer he may be right, but if a hot one shows up, he'll be cut short. Production under government orders, a factory informant says, is like this: Orders restricting the use of copper substantially affect fan production for the coming year. In the first quarter of 1951, fan manufacturers (who make their own motors) were cut 20 per-

cent. In the second quarter, they were cut 25 percent, which indicates a reduction of 20 to 25 percent.

The new government order restricting steel reduces fan production on sizes 16-in. and smaller by 20 percent. This indicates a shortage for smaller fan sizes. On large window fans the company's cutback on some models ranges from 10 to 40 percent.

The 10-in. fan is the bread and butter item, but it is not so profitable. Manufacturers forced to whittle have kept up production on 12- and 16-in. oscillating fans because they are a much better money maker.

The popular reversible window fan is sold out by manufacturers, who say they can't ship all orders now, according to this factory man.

Generally speaking, there has been no cutback on the popular size window fans or the attic fan. However, this picture can change rapidly. For the first year since 1947 manufacturers

(Continued on page 98)



ALMOST HALF of Osberg's 1950 fan volume came from kitchen and window fans—partly because he moves his displays close to the front of the store during the selling months.



EXTRA SALES are realized from lighting customers who are subjected to cool breezes while they select lamps. Osberg's son shows two warm prospects that a window fan really moves the air.



AS A WIRING CONTRACTOR Osberg takes advantage of opportunities to sell attic fans to owners of homes under construction, but has also enlisted help of local architect and builder who recommend them. Here his men deliver one.

TOTAL GIFT BUSINESS OVERSHADOWS ELECTRIC HOUSEWARES' SHARE

GIFT TRADE SALES*

Type of Outlet	Retail Sales
Candy, nut, confectionery.....	\$649,347,000
Hosiery.....	71,911,000
China, glassware, metalware.....	116,916,000
Antiques.....	53,062,000
Books.....	267,682,000
Jewelry.....	1,224,878,000
Florist.....	377,250,000
Gift, novelties.....	195,664,000
Luggage, leather goods.....	68,828,000
Cosmetics, perfume.....	782,000,000
Apparel, accessories.....	167,221,000
Cigars, tobacco.....	535,255,000
Total.....	\$4,510,014,000

* This table is based on figures included in the Department of Commerce Census of Business for 1948, which does not pretend to be complete. Sources not represented here would swell the gift trade sales total considerably.

ELECTRIC HOUSEWARES SALES IN 1950

Product	Number Sold	Retail Value	Average Price
Bed Coverings.....	660,000	\$26,070,000	\$39.50
Blenders.....	185,000	6,937,500	37.50
Broilers.....	295,000	7,360,000	24.95
Clocks.....	8,300,000	56,025,000	6.75
Coffee Makers.....	2,975,000	54,101,250	18.20
Fans—Desk & Bracket.....	2,450,000	42,262,500	17.25
Fans—Hassock & Floor.....	180,000	7,110,000	39.50
Fans—Vent. to 16".....	360,000	13,500,000	37.50
Fryers, Deep Fat.....	500,000	12,475,000	24.95
Heating Pads.....	1,725,000	11,988,750	6.95
Hotplates.....	1,160,000	9,454,000	8.15
Irons—Automatic.....	5,235,000	67,793,250	12.95
Irons—Non-Automatic.....	595,000	3,867,500	6.50
Irons—Steam.....	1,645,000	29,527,750	17.95
Mixers.....	1,700,000	67,150,000	39.50
Roasters.....	440,000	17,138,000	38.95
Shavers.....	2,150,000	50,525,000	23.50
Toasters—Automatic.....	3,795,000	76,127,700	20.06
Toasters—Non-Automatic.....	730,000	4,015,000	5.50
Waffle—Sandwich Grills.....	2,535,000	42,968,250	16.95
Heaters, Space Elec.....	1,115,000	15,364,700	13.78

Everyone Buys GIFTS

THE guy who groans and reaches in his pocket every time his wife murmurs, "Dear, we have to get a wedding present for the Smiths and it's Aunt Jennie's birthday next week," has a lot of company. Gift-giving is big business.

During 1948 (the latest year available in Department of Commerce figures) some 12 different types of retail stores handling merchandise in demand as gifts did a total volume of \$4,510,014,000 of which 33 percent, or \$1,503,338,000, could conservatively be estimated as gift sales. And this figure, while based on outlets like hosiery, book, flower, candy and tobacco firms, does not include department stores or electrical home appliance stores. An ultra-conservative figure, then, for overall gift sales during the year by all types of retailers would be in the neighborhood of \$2-billion, and \$3-billion would be well within the realm of possibility. Individual volumes for the 12 types of stores generally associated with gifts are given in the table on this page.

In 1950, according to our own estimates, about 65,000 home appliance stores did a volume in electric housewares of \$621,761,150. Nobody knows how much of this represents gift sales, but from a variety of surveys it is safe to conclude that the percentage is somewhere between 30 and 44 per-

The American desire to give things away is responsible for a yearly gift business of perhaps \$3-billion, of which only about \$273,500,000 represents electric housewares and which, also, is wide open to exploitation by our industry

By ROBERT W. ARMSTRONG

cent. Assuming the higher of these figures, gift buying of electric housewares in 1950 amounted to only \$273,574,906, which, considering the large number of stores and relatively high unit sale, is an uninspiring share of the total gift business. Florist shops alone, for example, probably accounted for \$162,500,000 in gift sales in 1950—and all they have to sell are flowers, things of beauty without features of convenience, durability or utility.

Demand Must Be Shifted

Traditionally, electric housewares sales are best at the Christmas gift-giving season. In fact, one of the major complaints levelled at the industry by retailers who have had indifferent success with them is that electric housewares are "too seasonal." Some of this unnatural dependence upon Christmas sales has been removed during recent years by the efforts of

groups organized to promote Father's and Mother's Days as gift-giving occasions and by last year's promotion by the Electric Housewares Section of NEMA. But now the emphasis is on electric housewares as gifts—not just at Christmas, but for all gift occasions. And even Christmas gift sales can be substantially increased. In two successive years, researchers for *Sales Management* magazine discovered that more women wanted electrical appliances for Christmas than the products of any other industry, a pretty definite refutation to the oft-held opinion of us blind males that women want "something personal like perfume or lingerie." Women are not completely irrational beings and are subject to the conviction that a well-designed appliance which will save labor or create convenience or comfort is just as much an expression of undying affection and perhaps even more consideration than

a bottle of *joie de vivre* or four square inches of black lace.

But Christmas is not the only gift season and it is at the other occasions, such as weddings, graduation, birthdays, anniversaries and Valentine's Day that the new campaign for electric housewares is aimed. Other products get a proportionately higher share of the gift buyer's dollar at these times than electric housewares. Two of the larger New York department stores call some of these special days peak periods in gift buying and one firm even declares that May and June are second only to Christmas as big volume months. Most open to invasion by appliances are the gift staples like perfume and cosmetics, jewelry, candy, flowers, books, gift glassware and gift clothing. Jewelry stores alone in 1948 sold goods valued at \$1,244,878,000, according to the Department of Commerce, and an industry source estimates that 30 percent of this was for gifts. However, within the jewelry classification there are some items, such as lighters and flatware, which depend on gift buyers for as much as 70 percent of their sales. At least one lighter company has built up a massive volume since the war years simply by concentrating on handsome models for use in the home which sell for \$10 or \$12 each and more when

(Continued on next page)

ELECTRIC HOUSEWARES . . .

SAY IT WITH FLOWERS?

Sure, but first make living permanently better with these appliances . . .



PERFUME SAYS

you love her, but she'll know you mean it when you give her these . . .

CANDY'S GOOD

while it lasts, but you'll be spreading sweetness and light for a long time to come with . . .



TOBACCO -

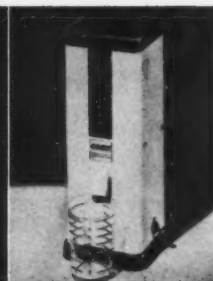
A cigar may be a good smoke, but these appliances make good living for men . . .

LINGERIE IS LUXURIOUS

But she'll get the feeling of luxury, too, using appliances like these . . .



MIXER



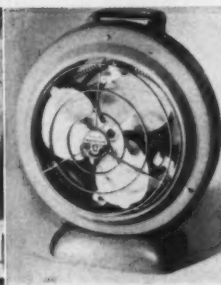
COFFEE GRINDER



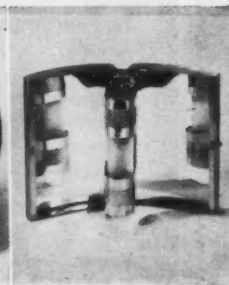
COFFEE MAKER



HAIR DRYER



FAN HEATER



HEALTH LAMP



BLENDER



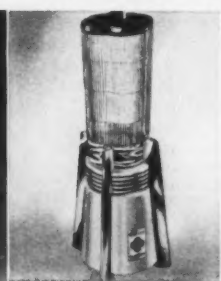
ICE CREAM FREEZER



CORN POPPER



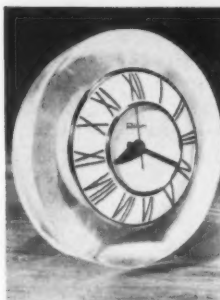
SHAVER



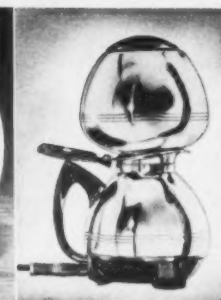
BLENDER



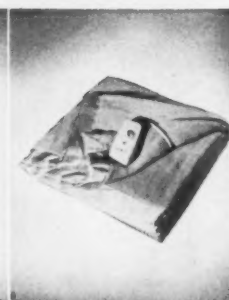
VIBRATOR



CLOCK

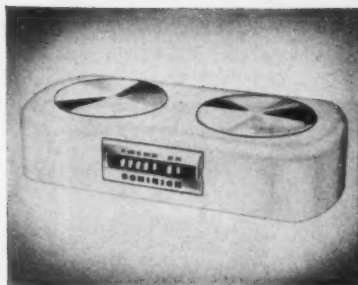


COFFEE MAKER



BLANKET

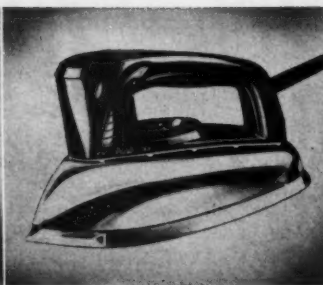
... First Choice For Every Gift Occasion



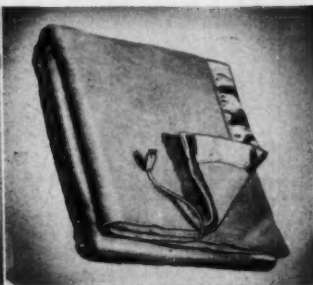
HOT PLATE



ROASTER



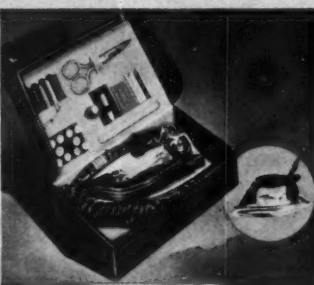
STEAM IRON



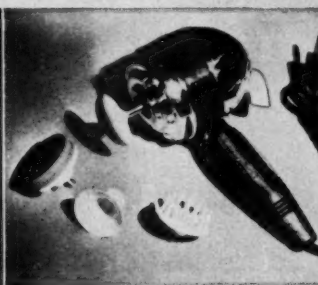
BLANKET



PORTABLE RADIO



TRAVELING IRON KIT



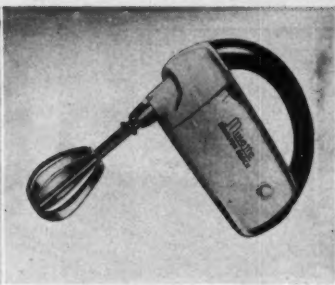
VIBRATOR



AUTOMATIC IRON



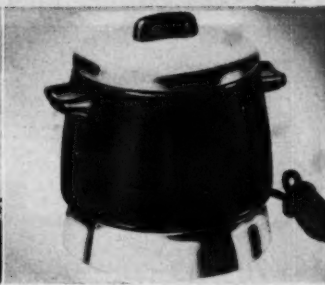
WAFFLE BAKER



PORTABLE MIXER



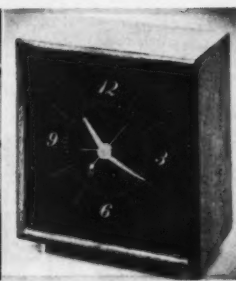
TOASTER



BEAN POT



KNIFE SHARPENER



CLOCK



HASSOCK FAN



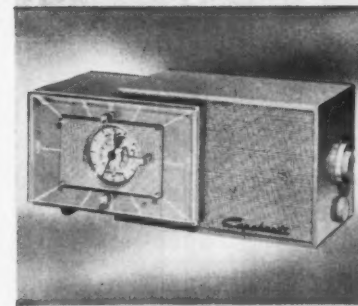
HEALTH LAMP



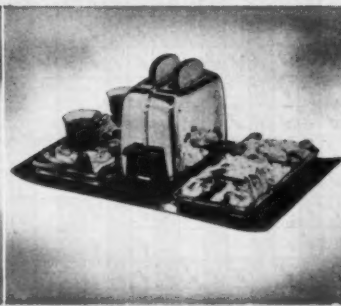
SANDER



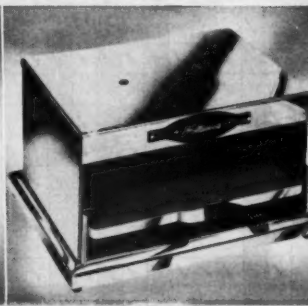
TOOL KIT



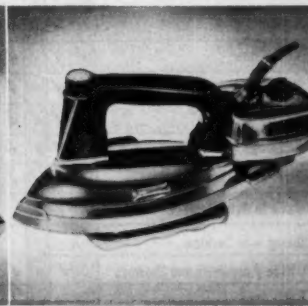
CLOCK-RADIO



TOASTER HOSPITALITY SET



BROILER



STEAM IRON

ELECTRIC HOUSEWARES . . . First Choice For Every Gift Occasion

BRIDES NEED EVERYTHING

and while you might pick the wrong pattern in table setting starter sets you can't make a mistake with . . .



Breakfast Starter Set

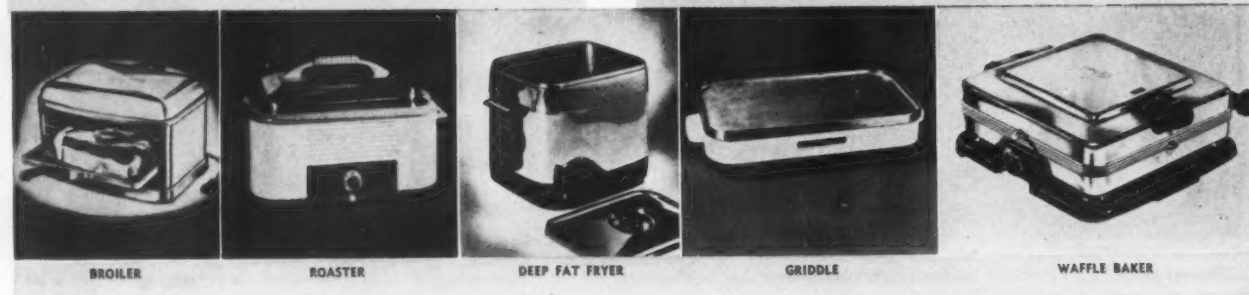


COFFEE GRINDER

TOASTER

COFFEE MAKER

Electric Cookery Starter Set



BROILER

ROASTER

DEEP FAT FRYER

GRIDDLE

WAFFLE BAKER

Entertaining Starter Set

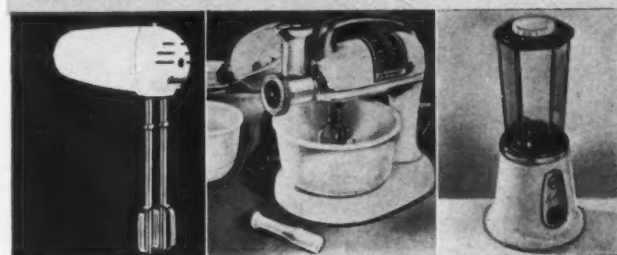


COFFEE MAKER

WAFFLE IRON

HOTABLE

Mixing Starter Set



BLENDER

MIXER

PORTABLE MIXER

Electric Cookery Starter Set

ELECTRIC HOUSEWARES GIFT OCCASION CHECKLIST

	Biscuit Baker	Blanket	Brieler	Blender	Door Chimes	Casserole	Clocks	Coffee Grinder	Coffee Maker	Egg Cooker	Dryer, Hair	Extractor, Fruit Juice	Freezer, Ice Cream	Fryer, deep fat	Hotcup	Hopplate	Iron, Travel	Iron, Automatic	Mixer	Paid, Heating	Percolator	Popper, Corn	Radio, Portable	Roaster	Shaver	Shower, Kids	Sterilizer, Baby bottle	Serving Tray & Table	Sandwich Grill	Toaster	Tools - Power set	Vaporizer	Vibrator	Warmer, Food	Waffle, Bottle	Waffle Baker & Grill	
Valentines Day																																					
Mother's Day	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓				✓	✓		✓	
Graduation										✓		✓				✓							✓		✓						✓		✓				
Father's Day		✓	✓	✓		✓					✓	✓	✓									✓		✓	✓	✓	✓	✓	✓								
Christmas	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Birthdays		✓	✓	✓		✓	✓			✓												✓				✓					✓	✓	✓			✓	
Anniversaries		✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓			✓	
Weddings		✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓					✓	
Bridal Showers		✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓					✓	
Back to School		✓				✓			✓												✓	✓	✓	✓	✓												
Going into Service																✓						✓		✓													
Office Farewells and Showers		✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓						✓		✓	
Baby Showers																				✓						✓							✓	✓	✓		
Housewarmings	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

included in hostess sets. Even jewelers have seen the potentialities in appliances as giftwares and have named the fourth wedding anniversary as the appliance anniversary.

New Service for Gift Buyers

Main seasonal trends for flower sales follow much the same pattern as for other gift items. Estimated flower sales for 1950, according to *Florists' Exchange*, were \$650,000,000, at least 25 percent of which was for gifts distributed over Christmas, Easter and Mother's Day. Perhaps more than any other industry, florists have used advertising and promotion to capture a substantial share of the gift market and have had outstanding success with the Floral Telegraph Delivery Association, an organization which makes it possible for the purchaser to order flowers in a store in his own city and have them delivered per Western Union order by a firm in the city of their destination. Doubtless inspired in some measure by the success of this group, a similar service, called Telegift, has been built around a variety of products suitable as gifts and begins operations this month. Appliances, of course, will be basic in the roster of available merchandise and, if the company realizes its purpose of serving 80 percent of the urban and 66 percent of the rural population through Western Union's 3,400 offices, it will do much to stimulate appliance gift giving.

Giftwares (which include dinnerware, holloware, glassware, pottery, etc.) alone account for about half a billion dollars a year, according to *Giftwares and Home Fashions Magazine*. This sum, says the publication, represents purchases for individual, personal and home use only.

No complete breakdown of this \$500,000,000 is available, but dinnerware accounts for \$100,000,000 of it, hand-made crystal glass represents \$33,000,000, and pottery \$50,000,000.

The man of the family is always the guy who "has everything" and, for this reason as much as for his addiction to tobacco, he often gets smoking items, particularly on his birthday, Father's Day and Christmas. In 1948, 14,526 cigar stores reported sales of \$535,255,000, a substantial but unknown portion of which was for gifts. If he already has an electric shaver, most people look no further in the appliance field for Dad, completely overlooking the fact that, like anyone else, he likes his comfort and would probably welcome an electric blanket, would appreciate an electric clock for den or office, might enjoy a blender if he likes to concoct beverages alcoholic or nutritional and, if he fancies himself as an amateur chef, would put any number of various cooking appliances to good use.

Beauty is a Men's Gift

Generally speaking, cosmetics and perfumes are distaff presents and, according to a Crowell-Collier survey, 54 percent of the women respondents said they received perfume as a gift and 48 percent of these said that it came from men.

All of these figures for other industries have no direct relationship to the appliance retailer except, perhaps, to arouse his envy. But they do indicate that the gift business is a booming one and that appliances could often replace other gift items. Superficially one of the least likely sources for information on the gift market, *Boys' Life* magazine, discovered that respondents in a survey gave away a surprising variety of merchandise and the following tables show the percentages of the donors giving what to whom:

Gifts to Males	Percent Who Gave
Clothing or clothing accessories	26.6
Smoking requisites	20.0
Housewares & gardening equipment	10.7
Sports equipment	9.2
Jewelry	8.3
Candy	3.7
Books and periodicals	3.1
Hobby products	1.8
Miscellaneous	16.6

Gifts to Women	Percent Who Gave
Clothing	34.1
Dishes and housewares	27.4
Cosmetics and toiletries	6.7
Furniture	5.8
Games and toys	4.1
Stationery	3.9
Books and periodicals	2.2
Miscellaneous	16.1

According to the same *Boys' Life* survey, the occasions on which gifts were given fell into the following orders of frequency.

Gift-Giving Seasons—to Women	Percent
Christmas	48.3
Birthday	22.9
Mother's Day	22.8
No special occasion	1.7
Anniversary	1.0
Easter	0.7
All others	2.6
	100.0

Gift Giving Seasons—to Men	Percent
Father's Day	36.9
Christmas	36.5
Birthday	21.6
No special occasion	1.9
All others	3.1
	100.0

It's interesting to note that the men in this survey actually get a few more presents on Father's Day than they do at Christmas, but that women get more gifts at Christmas and just about as many on Mother's Day as on their birthday.

Obviously, with 150,000,000 people in the nation there must be an equal number of birthdays every year, but, according to the *New York Times*, some 75,000,000 of these birthdays are for people 14 years of age or older—the age where they begin to get out of the toy class. The same paper also states that there are 19,000,000 mothers in the country and, lacking any evidence to the contrary, there must be at least as many fathers. Together, they make 38,000,000 people who would love to be remembered on Mother's and Father's Days. The 35,950,000 married couples (which include both fathers and mothers and people without children) also celebrate birthdays



STRONG SUPPORT for NEMA's electric housewares campaign will be provided by the *Saturday Evening Post* with merchandising kits for participating dealers, Robert K. Farrand (left), the magazine's merchandising manager, tells Gordon Ritter, chairman, NEMA's Electric Housewares Section.

and anniversaries—a total of 107,850,000 gift-giving opportunities every year, which, added to the 38,000,000 people eligible as recipients for Father's and Mother's Day presents, makes a grand total of 145,850,000 gift-chances among married people alone, excluding Christmas, New Year's, Valentine's Day, Easter, going-away parties, etc.

In addition to these astronomical figures there are some 1,800,000 weddings each year and this number can be expected to increase sharply as young men and women race the draft boards to the altar. Weddings offer one of the most lucrative opportunities for appliances to become important gift items, because almost any are acceptable, in contrast to graduations, for example, which offer a field limited to products like electric shavers, hair dryers and other personal use appliances.

A recent survey by *Living for Young Homemakers* reveals that presents to married couples cover most of the equipment necessary to the establishment of a home. For example, 48 percent of the couples surveyed had received china sets, 56 percent got silver serving dishes, 60 percent got glassware, 72 percent received linens, 59 percent sheets, 72 percent blankets, 45 percent bedspreads. That 72 percent who received blankets is a significant figure for the electric bedcovering industry and indicates a ready market.

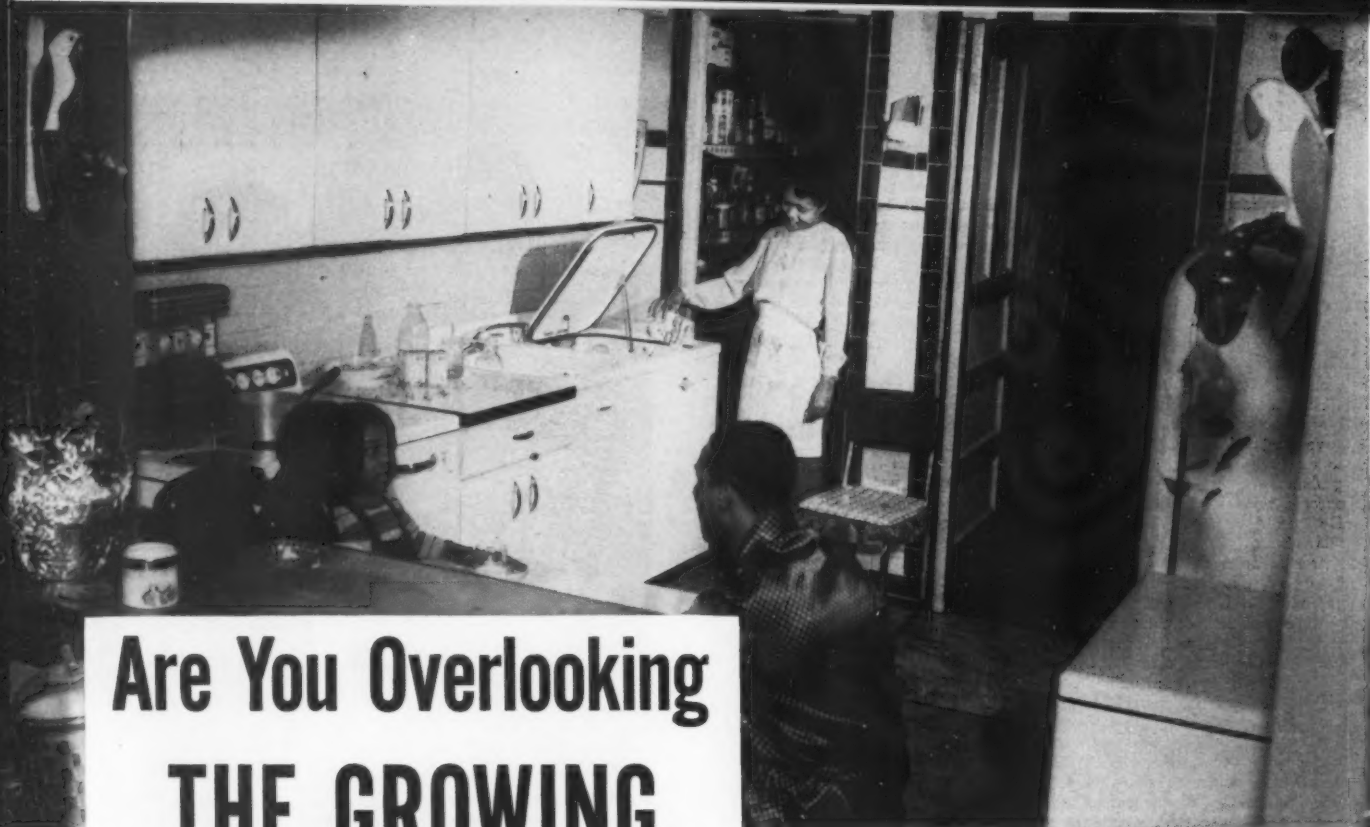
Even without the stimulus of a promotion such as NEMA's some electric housewares already rate high as desirable gifts. An old survey by

Crowell-Collier, for example, revealed that among owners of various types of portable cooking appliances 32 percent received their hotplates as gifts; 57 percent of the toasters and 57 percent of the roasters were obtained the same way; sandwich toasters were gifts to 60 percent of their owners; waffle bakers were given to 63 percent; coffee makers were received by 64 percent.

Similar figures are revealed by the *Living* survey. Received as gifts by married couples were 54 percent of the toasters, 33 percent of the percolators, 43 percent of the irons, 25 percent of the mixers, 38 percent of the pressure cookers, nine percent of the fans, 48 percent of the clocks, and five percent of the electric heaters.

Use Promotion

Without any concentrated promotional effort people will still buy electric housewares as gifts and appliance dealers will still do the bulk of the business. But with promotion, timed by national advertisers to create demand on nationally observed occasions like Valentine's Day, Father's and Mother's Days and planned by retailers to capture trade on individual occasions like birthdays and anniversaries, they will buy a great many more. With promotion at all levels of the industry enough of the 65 percent of electric housewares sales that are made in the second half of the year can be shifted to the first half to make them a year-round best seller and enough more will be sold to help the industry take another long stride toward its billion dollar sales goal. *End*



Are You Overlooking THE GROWING NEGRO MARKET?

By FRANK A. MUTH

Because more and more Negroes are moving into northern trading areas and onto higher economic levels, they are becoming increasingly important appliance prospects. But, so far, few dealers know how to attract their business

HIGHER INCOMES and a growing population of northern Negroes means a bigger market for appliances such as those already owned in this Chicago home.

WHEN the estimated U. S. census of Chicago was released for 1950, it showed a city of 3,660,436 souls. Of these, approximately 400,000 were Negroes, 10 percent of the total, an increase of 50 percent since 1940.

This reverse glacier action sweeping northward from the South has been singularly unappreciated market-wise.

Not understanding the Negro, the northern merchant has ignored his sales potential. Too often the colored man who asks to buy something on time or to open a charge account meets

a flat refusal, an attitude based on fear of shaky credit, or on a belief that white customers will avoid stores which sell to colored people.

Just as certain insurance companies will not write fire or automobile coverage in certain areas of Chicago, so do some storekeepers refuse credit business in similar areas.

But a few pioneer merchants in Chicago have worked out a formula under which the Negro and the northern merchant can do a mutually satisfactory business. Among them are

NEGROES ARE GOOD

A LEADING DEALER on Chicago's south side, Gold's Hardware counts on Negroes for a high proportion of its appliance, radio and TV volume.

NEGRO SALESMEN, like this man employed at Gold's, attract Negro trade, develop customer followings.





MORE MODEST families own appliances, too. In this 1 1/2-room apartment are a television set, radio, space heater, electric clock, electric range, and refrigerator.

Maurice Fein, Fein Appliances, 1107 East 47th St.; Harry Gold, Gold Hardware & Appliances, 213 East 43rd St.; and Sherman and Harold Horwich of Kings Radio & Jewelry, 306 East 41st St., who have developed equations which have led to a profitable volume.

Chief discovery of their exploration has been the rule to judge the Negro as an individual. In this they follow the precepts laid down by one of Chicago's leading small loan firms.

In many cases the Negro who has come north has gone up to new eco-

nomie levels and his income and type of employment make him an excellent prospect for appliances.

A University of Chicago survey shows the proportions of white and non-white population in three income groups. Incidentally, 98 percent of the non-white groupings are Negro:

Income	White	Non-White
\$2,500 to \$2,999...	6.4%	15.6%
3,000 to 3,499...	11.1%	16.9%
3,500 to 3,999...	10.3%	10.1%
	27.8%	42.6%

The Negro group that reads *Ebony* magazine is in still a higher income bracket, as shown by Daniel Starch and Staff in its survey:

Income	Percent of Readers
Under \$2,000	10.5%
\$2,000 to \$2,999	30.3%
\$3,000 to \$3,999	31.6%
\$4,000 to \$4,999	16.2%
\$5,000 to \$9,999	9.5%
\$10,000 and over	1.9%
Median Income	\$3,288

Economically, an occupational break-

down for Chicago (May, 1949) shows:

Occupation	White	Non-White
Professional and semi-professional workers	8.5%	3.5%
Proprietors, managers and officials	9.2	2.3
Clerical, sales workers, etc.	29.4	7.3
Craftsmen, foremen, etc.	17.4	8.4
Operative workers, etc.	21.4	34.5
Domestic service workers	0.4	7.3
Other service workers	7.2	19.3
Laborers	3.9	13.4
Others	2.6	4.3

(Continued on page 162)

NEGRO OWNERSHIP OF APPLIANCES*

(from Research Company of America)

Appliance:	New York City	Northern N. J.	South Atlantic	East-South Central	West-South Central	Boston	Pacific Coast	East-North Central	West-North Central
Refrigerator	10.7	2.8	8.4	5.9	2.0	37.2	47.5	58.7	56.3
Home Freezer	1.1	0	3.1	2.6	2.6	0	1.9	3.9	0.7
Vacuum Cleaner	17.3	29.3	16.2	10.4	8.8	31.5	38.1	41.4	36.2
Sewing Machine	15.4	23.5	11.1	14.5	12.4	33.3	18.1	22.3	27.6
Washer	5.8	23.5	17.2	16.0	23.1	18.2	35.0	42.6	44.2
Iron	52.7	45.7	48.0	41.5	44.1	57.6	30.0	37.0	42.8
Toaster	42.6	51.5	30.5	18.5	23.2	56.6	40.6	44.0	48.7
Clock	30.2	40.0	23.9	21.1	31.4	36.4	38.1	49.2	48.1
Electric Shaver	7.6	16.7	8.7	9.9	5.5	11.1	10.0	14.0	13.8
Radio	87.1	93.7	84.6	68.4	86.2	92.0	89.4	88.7	86.5
Radio-Phonograph	30.6	38.5	26.6	34.5	31.2	36.4	35.6	39.7	44.2
Records	31.3	40.0	25.8	23.8	33.1	39.4	38.1	40.6	39.1

*By per cent of Negro population

EDITOR'S NOTE: There are, according to *Ebony* magazine, some 15,000,000 Negroes living in the U. S. with a total annual income of \$15-billion. But 60 percent of this colored population is concentrated in the prime market areas, big cities like New York, Chicago, Philadelphia, Baltimore, Washington, Dallas, Los Angeles, and San Francisco—and the concentration is growing rapidly. A full third of this urban Negro population, says the Department of Commerce, earns between \$2,000 and \$5,000 a year, which is more than the national average income and one more reason why we think this article is important to appliance, radio and TV merchandisers.

CUSTOMERS AT GOLD'S

DON'T OVERLOAD credit customers, says Harry Gold. The salesman encourages purchase of the lower priced table model.



GOOD CREDIT INFORMATION is an important part of Gold's selling plan. After the wife has made her selection the husband helps supply credit data.





THE COMPLETE LINE of each electric housewares manufacturer gets its own display in the stores of McWhorter, Weaver & Co. dealers. Castner-Knott department store, Nashville, puts all Universal products together and demonstrates their efficiency. Farris Galbraith (right), electric housewares manager for McWhorter, serves coffee to Tom Parks.



EFFECTIVE DISPLAY is constantly urged by the distributor. Dan Ewing, representative for McWhorter, Weaver, acts like a customer in front of the circular display at Harvey's to make a point to the store salesmen in the selling spot.

Helping 250 Dealers Sell Housewares

McWhorter, Weaver & Co., Nashville, sells \$200,000 worth of electric housewares in a year because it recognizes their gift appeal and helps dealers display and demonstrate to get results

By A. B. WINDHAM

THE wise dealer has learned that gift-giving is not confined to holidays alone. It is one of the distributor's functions to emphasize this point and encourage his dealers to realize the potential profits in promoting electric housewares as gifts.

So believe the merchandising heads of McWhorter, Weaver & Co., of Nashville, one of mid-Tennessee's largest distributing firms. For years this company has placed a heavy accent on electric housewares and, at present, operates the housewares section as a separate department from heavier major appliances.

"A few years ago people stopped giving such things as vanity sets, vases and bracelets as Christmas presents,

wedding gifts and graduation offerings and turned to practical items as typified by electric housewares," says L. J. Mulhall, president of McWhorter, Weaver & Co. "Right there we began to see the possibilities in the gift market and made plans to cover it.

"As a sales organization, we are today extremely conscious of the enormous percentage of small appliances that are used as gift items by so many Americans. Particularly is this true of the so-called 'unusual' items such as egg cookers, electric blankets and deluxe automatic coffee makers. We know, of course, that the solid backbone of this business from a gift angle is the mixers, waffle irons and toasters. To help dealers obtain

the maximum return from these products as gift items we feel a responsibility that they have an adequate display on their floors. To back this up, short, informative sales training meetings must be held with dealer sales organizations to make sure that they will suggest and utilize the unique or unusual items rather than more stereotyped ones which most people buy or receive as Christmas and wedding presents."

Electric Housewares Pushed

With scores of outlets, which range from department stores to cross-road shops, McWhorter, Weaver & Co. aggressively pushes the sale of electric housewares through planned pro-

motion, display and dealer inspiration. The gift angle is particularly exploited.

"The reason many distributors fall down in their responsibility to their dealers in the small appliance field is a natural one," declares Mr. Mulhall. "It's just as natural as breathing for the average major appliance field salesman to pay very little attention to the so-called 'little ticket' item. Such thinking naturally is passed along to the dealer so that he, too, takes a minor or passing interest in the sale of products of this type. We realize this is a problem and a challenge in our organization. By emphasizing the 'electric housewares as gifts' angle, we are trying to show our dealers the way to more sales and better



CUSTOMERS are easily led from one appliance to another when the whole line is displayed, say McWhorter, Weaver executives and it's much easier to suggest additional items in the same line as gifts to friends. The demonstrator emphasizes that the iron is a gift which will save time and effort on laundry days.



ALL TYPES of electric housewares are sold at Harvey's department store, another McWhorter, Weaver outlet, by graphic demonstrations—and distributor salesmen get around to encourage them. Farris Galbraith produces toast for shoppers in the department to remind store's salesmen of the value of demonstrations.



DEMONSTRATOR for both dealers and consumers is this merchandising truck. Larry J. Mulhall (left), president of McWhorter, Weaver & Co., discusses the day's route with Farris Galbraith, electric housewares section head.



INSIDE THE TRUCK customers may receive a demonstration of any small appliance, get anything from a shave to a cup of coffee and a boiled egg. The truck contacts 250 dealers in middle Tennessee and southern Kentucky.

profits by selling across the board instead of in the major appliance line alone."

The methods by which McWhorter, Weaver & Co. have increased dealer sales of small appliances are indicative of the firm's sales program. Under the leadership of Farris Galbraith, manager of the electric housewares section, several constructive steps have been taken to bring home the point to the dealer that such housewares are more than just traffic appliances; they are a profitable business in themselves.

"One of our first steps," says Mr. Galbraith, "was to encourage the establishment of small departments or areas in which the manufacturer's complete

line would be shown under its own label. We felt that these manufacturer names were known and appreciated by the customer, and that when he walked in and saw the name, with an appealing group of small appliances underneath it, the association was firmly established. It played up the gift angle too, by spotting a complete selection in one area instead of stringing items about the store."

Display Truck Is Effective

A second important step in the McWhorter, Weaver electric housewares selling program was the creation of a merchandising display truck, equipped to carry almost every kind of small appliance, which could contact every

one of the firm's 250 retailers in middle Tennessee and southern Kentucky. The truck is wired for 110-volts AC current and carries a long extension to utilize the power in the dealer's store to actuate all of its circuits.

The truck is an impressive stunt, something on the order of a traveling 'pitch show', and the salesmen who man it have become adept in making coffee, shaving customers with electric razors, providing crisp toast, cooking eggs and waffles, and otherwise proving to the retailer and the customer the value and effectiveness of small appliances as gifts or for personal use.

"When we station the truck in front of the dealer's store, we immediately invite the dealer and his customers

in for a cup of coffee," says Galbraith. "We also offer to shave every man that we can get into the truck, knowing full well that those who have an opportunity to try these products become the best prospects to buy them immediately."

Tie-ins with local, regional and national promotions also accelerate the McWhorter, Weaver sales volume of small appliances. An example was the recent Distinguished Sales Award campaign sponsored by the Sales Executive Council of the Nashville Chamber of Commerce. The company tied in with the campaign, utilizing Emerson electric heaters and Universal vacuum cleaners as two of the items

(Continued on page 160)



THE SUCCESSFUL sales team of Dick and Cleo Lowther sell more merchandise than any two salesmen working alone, partly because, when they knock on a prospect's door, they give the impression of a social rather than a business call.

MARRIED COUPLES MAKE MORE SALES

Husband-and-wife sales teams work longer, sell harder, open more doors and get more than twice the volume of any one salesman, declares Square Deal Service, Miami, which credits them with a substantial portion of its \$250,000 business



TEAM WORK is evident in all phases of the Lowther's selling. Dick makes an after-dinner engagement with a neighborhood couple; Cleo jots down place and time.



ONE ADVANTAGE of marital sales partnerships is that when one member is sick or unavailable the other partner can still see the prospect and close the sale.

A NEW approach to appliance selling is hard to find these days, but the owners of Square Deal Service, in Miami, Fla., have hit upon a profitable idea which is paying off in volume: They've built a first class sales organization around husband and wife selling teams.

Earl A. Kleb and Clarence C. Gehm, who own and operate the big shop at 200 NW 22nd St. in the resort city, believe they've got something in their husband-wife sales teams and the records bear them out. The firm does an annual business of more than a quarter-million dollars, and is regarded as one of Frigidaire's top outlets in the Miami area. The marital merchandisers account for much of this fine volume.

"The husband-wife sales teams were

an outgrowth of our search to find the best salesmen we possibly could," explains Mr. Kleb. "First, we decided to add women salesmen because we believed they could see into and talk over the housewife's appliance problems with greater ease than mere men. It so happened that the first woman salesman we added was the wife of one of our best staff men and the combination worked so well we added others and have kept the innovation alive since."

At present, Square Deal Service has two husband-wife sales teams on its staff of 10 salesmen. The Lowthers and the Floyds are both young couples, well trained in selling and enthusiastic about their jobs. They have been with the firm about four years and have made enviable selling records.



CLOSING is easier when there are two well-paired salesmen to ask for the order. Cleo does the demonstrating; Dick handles financing, trade-ins appraisals.



FOLLOW-UPS after the sale are also a joint husband-wife venture. Here they make sure the lady is happy with her new refrigerator and knows how to use it.



ON FLOOR DUTY, Cleo Lowther suggests to a prospect that she and her husband drop in for an after-dinner call. Dick is doing the same for another prospect.



SUPPORT for the married merchandisers is provided by Square Deal's top-notch service department, providing both used appliances and a good reputation.

One of these couples, Dick and Cleo Lowther, have made their business partnership work as well as their marriage partnership. They sell appliances as a team.

"We make most of our calls together," explains Dick, "and we've found that usually the best time for calls is after supper when we can combine a social visit with business. That's the time when both the wife and the husband are at home, relaxed and ready to listen."

This "social" approach has a definite psychological aspect. When the couple appears at the door, it isn't as if a salesman had called, brief case in hand and a determined business look about him. It takes on, rather, the atmosphere of a neighborly visit and sales resistance actually is low-

ered without the use of door-openers or promises.

While Dick discusses with the husband such subjects as baseball, the high cost of living or politics, Cleo and the housewife get the conversation into channels dear to all homemakers and that's where appliances, kitchens and household equipment come in.

Wife Is Demonstrator

Cleo acts as the demonstrator. In showing or discussing a range or refrigerator, she tells the housewife about her experiences with similar equipment in her own home and handles these appliances in a manner which convinces one that she knows what she's talking about. Dick stands by to emphasize such points as the

added leisure time for the family, the elimination of drudgery in the kitchen, and the cheap operating cost of the appliance compared to the benefits derived from it.

"That's the selling angle," says Dick. "However, we've found there are many other unbeatable aspects of our sales partnership. For instance, when one of us is tied up or unable to get out, the other can and does take over the prospect to close the sale. Then, since it's all in the family, there isn't any jealousy or argument over sales figures or competition for the business. And, best of all, we've found we are working more hours every day and doing better work by inspiring each other."

The Square Deal Service owner give their husband-wife sales teams

the best of training for their outside work, but the teams are allotted equal time with other salesmen in selling from the store floor, also.

While the majority of their sales are made on outside calls, the Lowthers are nevertheless right at home on the display floor. The Square Deal Service system calls for the allotment of floor selling time divided into shifts for each salesman. One shift works 8 a.m. to 1 p.m., another from 1 to 6 p.m., and a third from 6 to 9 p.m. The husband-wife sales teams work together during their shifts. In the store, in addition to closing sales, they obtain many prospects for future calls, study new equipment or receive instruction in the know-how of selling.

Sales manager J. L. Willis is a firm (Continued on page 164)



TWO BLOCKS from Jackson's main shopping area, the Dettling store provides parking space, attractiveness and a full line of electric housewares.



RELATED ITEMS are displayed together also, help suggestive selling. Salesman Faber tells a coffeemaker customer about the firm's line of silverware.



NON-ELECTRIC HOUSEWARES, such as pressure cookers, pots, pans and stove mats are displayed separately near the door, also help build traffic.



PAUL O. DETTLING, a graduate pharmacist, runs his appliance business on drug store principles which give him a volume of \$400,000 a year, \$60,000 in housewares.

HOUSEWARES MAKE

Paul Dettling carries electric housewares to build traffic in a low-rent location in Jackson, Mich., but, because they are well displayed, well advertised,

By **TOM F. BLACKBURN**

THE most difficult thing in the world to break is a habit. If people are not accustomed to coming into your store their feet will carry them right by.

Because they give him a \$60,000 a year volume is not the main reason why Paul O. Dettling, of Dettling & Co., Jackson, Mich. (pop. 50,000) pushes electric housewares. It is the fact that four customers come in the doors to look at a small appliance to one who walks in to see a major. Add this to the bigger group coming in weekly to make payments and you have a crowd. Dettling's has a flow of traffic as a result of the store's emphasis on the lesser appliances, and the fact that its total volume is nearly \$400,000 a year is an indication that the policy pays off.

Graduate from a Drug Store

Dettling, a graduate pharmacist from the University of Michigan, shows his early drug store training in many ways.

1. Neatness. You can go into Dettling & Co. with a pair of white gloves, handle everything and come away with them clean. Each salesman grabs a dust cloth in the morning and goes over every appliance on show. The store is scrubbed and groomed like the front of a Hollander's house.

2. Location. Although a drug store expert, Mr. Dettling does not believe in high priced locations. He is two blocks away from the high priced rental area at 210 South Jackson Street, paying 2½ percent of his gross for rent. It would cost 4 percent in downtown Jackson, at least.

3. Parking. At this address he has parking facilities. He realizes that appliances are not impulse items but something that people will go a little bit out of their way to look at.

Weekly Payments Build Traffic

4. Dollar down sales and weekly collections. This greatly multiplies traffic. Where this is now possible, Dettling & Co. likes to sell on a small down payment if possible, and have the people call weekly to make payments. The result of a lot of customers buying and paying for small appliances brings a big crowd of folks in to pay on their bills and look over new things often.

5. Service. The service department makes a point of taking things out of their packages and testing them before delivery. About an hour is allowed for an installation, and if it runs more than that the customer is charged. About 25 percent of repair parts are sold directly to the public. One value of the service department is the regular report on the number of service calls per brand. Any brand that takes too many service calls is eliminated. At present only one percent of all new



SMALL APPLIANCE SPECIALIST, Mrs. Lola Stone, not only gives demonstrations in the store and sees to it that related items go together, but also sells in homes.

TRAFFIC A HABIT

sold on a weekly payment basis as often as possible, and handled by a small appliance specialist, they return an annual \$60,000 volume of their own

merchandise is received in an inoperative condition. About one half of one percent of the finishes are marred. The repair department plugs in and tests about 25 brands of appliances in the store, puts stickers on them before delivering.

Farmed out repair service is avoided where possible, Cecil Hommerding says, because on a \$12.95 item you can't charge \$8 or \$9. You can only get \$3 or \$4 and that means store repairs.

6. Small appliance specialization. In operating, the store found difficulty in getting its men to spend a lot of time plugging small appliances when they could make a much bigger commission with the majors. As a result, Mrs. Lola Stone acts as home economist and small appliance specialist.

The Follow-up

Mrs. Stone follows up the installation of major appliances to be sure that the buyer knows how to operate and enjoy them. She carries an armload of electric housewares literature in her car and has a clever sales attack of her own. In chatting with the customer after going over the major appliance she may drop a piece of literature at the feet of the customer who naturally picks it up and looks at it. That launches Mrs. Stone on a line of conversation about that appliance. She previously has gotten an idea of what the family can use by her walk through the house. If the woman

seems interested, Mrs. Stone luckily has her own personal iron or other piece of equipment in the car and can bring it in. In the friendly, over-the-tea-cup conversation, very frequently the appliance is brought in, displayed, discussed and left for trial.

Window Show on Saturday

At the store Mrs. Stone puts on a pitch on Saturdays in the window. That is the shopping day of the week and crowds will stop to see her bake waffles or perform other demonstrations. People will stop to sip a paper cup of coffee or to sample something especially cooked.

When Mrs. Stone took the job she made up a scrapbook on the different subjects consisting of all the literature available. She can trot out her notes and show the customer just how any small appliance operates.

Mr. Dettling's experience comes into play in his clever association of non-electrical merchandise. The store has hassocks which are sold with television sets, or occasionally given as premiums in the dull season on sales. He carries silverware which blends in perfectly with coffee-makers. There is an island of pressure cookers and mats for range tops. There are displays of Telechron electric clocks and a big rack of Crosley table radios, right up at the front. The Crosley matching table radio is kept on top of the Crosley refrigerator and promotes tie-in sales. **End**



ADVERTISING is consistent and emphasizes the gift values of electric housewares. Dettling attributes much of his traffic to hard-hitting newspaper ads.



DRUG STORE principles applied to housewares retailing results, among other things, in super cleanliness and highly polished merchandise.



KITCHEN APPLIANCES are displayed together and Walkover shoe dealer A. G. Pond finds it easy to pick out one to take home to his wife.

TWO MEN CAN STEAL A TV CARGO IN TEN MINUTES



AFTER FOLLOWING a TV delivery truck, experienced thieves know how long driver will be in house, can start motor with jump wire even if ignition key has been removed.



PARKING TRUCK in nearest alley or other spot where they are not likely to be seen, Admiral employees show how crooks jimmy open rear door to get at merchandise inside the vehicle.

BEWARE THE TV THIEF

Every week in big cities like Chicago three or four trucks disappear. The crooks work fast and stolen goods are hard to recover—but the thieves owe half their success to dealer carelessness

A THIEF always favors merchandise which he can readily turn into money. Today television sets are equal in popularity to liquor, cigarettes and silk hosiery with the shady brotherhood.

Few dealers appreciate this until the day when they get a frantic call from their driver saying: "Boss, we've been took!"

In cities all over the nation these thefts are mounting into big money. Lieutenant Frank O'Sullivan of the Chicago police cartage detail reveals how it is done, and what steps will best cut down the losses.

Greatest number of larcenies are from small trucks. Three or four a week are broken into in Chicago and it happens in all large cities. Large distributor and manufacturer shipments are hijacked frequently, with losses

greatest in November and December.

It's larceny if a single theft takes place, hijacking if drivers are held up at the point of a gun and their cargoes taken.

Carelessness on the part of drivers and their helpers is the chief reason for TV set disappearance, Lieut. O'Sullivan believes. It's worst where the two both deliver and install. When they are in a house 10 or more minutes, the sets disappear.

Most of the larcenies take place in residential sections where drivers feel safest and consequently are not very cautious.

In other words, these thieves do not work under the shadow of night. They don't act like crooks in a detective thriller. As a rule they follow the delivery truck for some time and watch for their chance. They know just

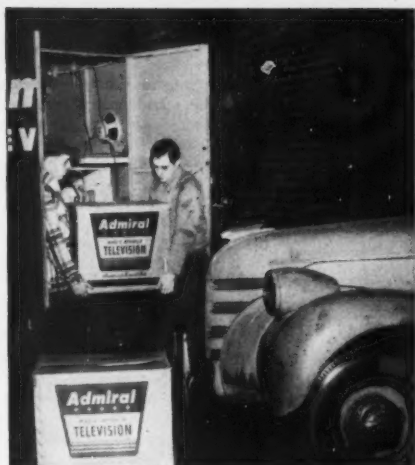
YOU CAN MAKE IT HARDER FOR THIEVES TO WORK



LT. O'SULLIVAN, head of Chicago cartage detail, advises drivers to call police first if load is stolen. Then call the boss.



PARK the truck as close as possible to the delivery point, preferably between two cars so it will be harder for a crook to get out, and where you can see it by an occasional glance out the window.



TRANSFERRING SETS from stolen truck to vehicle which one thief has driven up takes only a few minutes. When driver finds his truck it will be empty.



PROOF of ownership disappears when thieves, safe in hideout, remove paper serial number stickers with wet cloth.



PAYMENT for stolen sets is usually about one-third of retail value and the transaction is often made within an hour of the original theft.

how many sets are still in the truck. When they get a break they whizz up in their old-model car. One jumps out and drives the truck away. The other follows in the passenger car to a spot, usually in an alley, where the cargo is to be transferred, most often not more than two or three blocks away.

Most drivers help the thieves by leaving the tail door open. This not only permits the criminals to get an inventory of what's aboard, but makes it easy to unload the sets when they are ready.

Failure to take the key from the dashboard or lock up the cab makes robbery even simpler. Of course, thieves can open a tightly locked truck, but it takes time and delays things. People who see a man using a crowbar are likely to become suspicious. Some crooks are good enough auto

thieves to be able to start the motor without a key. They put a jumper on the light wire, connect it to the starter and short it out.

By the time the delivery men come out and see the truck and merchandise missing, the thieves are gone, too. Very often the drivers lose time by calling their office; they should call police first.

Larceny usually occurs after the employees have already made several deliveries, the police say. Most drivers are pretty careful on the first, second and third deliveries, but by the fourth or fifth they become lax. This is the cue for the criminal. Most thefts from the dealer occur when the drivers have neared the end of the local deliveries. The greatest number happen in the afternoon between 1 and 6.

While stealing cannot be entirely

stopped, it can be greatly cut down or nipped in the bud, Lt. O'Sullivan says, and he recommends these steps to make robbery most difficult:

1. Never leave the keys in the ignition (even if it's cold and you want to keep the heater going).
2. Always lock the back of the truck and pull the tarpaulin down.
3. Lock the cab.
4. Pull up in the rear of another car, or better yet, pull in between two cars so it will be more difficult for the thief to drive the truck out.
5. Park in front of your customer's house when delivering, and look out the window occasionally at the truck.
6. If possible, have separate delivery and installation crews. This means short stops for deliveries.
7. If your load is stolen call police immediately and tell them:

—the markings on your truck and data on the side.

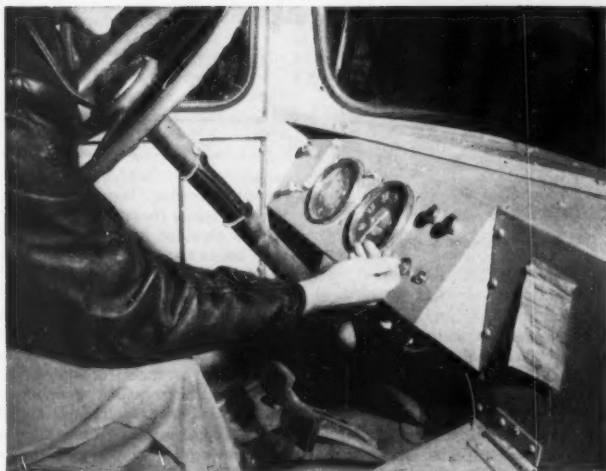
—license of the truck.

—the color of the truck.

8. Have the serial numbers on the shipping invoice or bill of lading, so police will know immediately what serial numbers and models to look for.

Although nearly 50 percent of the thefts are the result of careless drivers, other things contribute to the trouble, the police believe. Manufacturers have made it easy to remove the serial numbers. If they were stamped in the metal chassis of the set instead of being on an easily removed gummed label pasted on the back of the cabinet, it would make identification easier.

Unless police can prove with a serial number who owns a set, they are powerless. This is a job for the manufacturers. End



BE SURE to remove the ignition key from the lock. Although truck can be started with jump wire, this takes time, increases chances of detection.



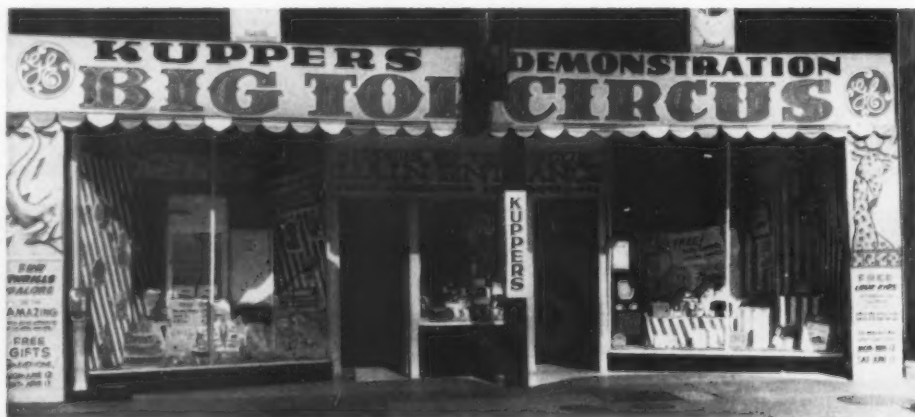
LOCK ALL DOORS if the truck has a panel body. If it's an open type vehicle close the tail gate and pull down the tarpaulin.



LIVELIEST and most popular performer at Kupper's Big Top promotion in Miami was Walkie Talkie, Jr., G-E's animated refrigerator, who drew even more attention than the free refreshments bar. Promotion ran for a full week.

Circus Promotion Packs 'Em In

Prodded by their kids and the inducement of free gifts, over 1,000 adults a day visited Kupper's Big Top in Miami, gave 36 outside salesmen a new list of leads



CIRCUS MOTIF of Kupper promotion made front of store look like an annex of Ringling Bros., Barnum & Bailey. For each demonstration visitors watched they got a free gift; kids got cardboard circuses.

KUPPER'S, INC., located in downtown Miami, Florida, recently staged a circus.

General Electric's small, packaged circuses for children were the nucleus of the Kupper scheme. But the cardboard cut-out circuses represented merely a single feature in Nat Kupper's Big Top.

The entire display room of the store

was transformed into a tent for the occasion, with gay streamers and bright-hued banners enhancing the effect. Salesmen, a small army of them, officiated as barkers. No admission fee was charged, of course. Newspaper announcements and radio broadcasts emphasized the all-out welcome for kiddies; but each child had to be accompanied by a parent, who was re-

quested to register and fill out a questionnaire stating the types of appliances used at home.

Demonstration was the keynote of this Big Top event. There was one every hour, each appliance serving as the theme for a special show. Those who attended were given cards to be punched at the performance and handed to the cashier, who passed out the

gifts—a measuring glass for witnessing the range demonstration, a cellophane bag for the freezer exhibit, a yard stick for the washer, and a potato masher for the sewing machine. Circuses were awarded for presence at the refrigerator "act."

1,000 Visitors a Day

The center of attraction during the entire function was "Junior," a walking, talking refrigerator which performed on every program. The refrigerator moved about the room, telling its own story of usefulness and proved fascinating to both children and grown-ups. Even a soft drink bar set up by the Virginia Dare concern, where beverages were dispensed gratis, failed to rival the drawing power of Junior's antics.

Kupper's Demonstration Big Top Circus ran for a full week, with an average daily attendance of 1,000 adults. The prospect list of registrants was worth all it cost.

Explained Nat Kupper, "We make little effort at any time to sell on the floor. We want to get into the home. This gives us the opportunity to determine just what type of appliance should be advocated. It also enables us to get the husband's name on the dotted line. Our Big Top registration list furnished us with invaluable information. We have a force of 36 expert salesmen working on it. They have no time for house-to-house bell-ringing. In fact we have never favored that to any great extent. Our force is kept busy just following up leads."

No More Cameras

The growth of Kupper's business bears testimony to the soundness of his policies. In a comparatively brief period of five years, the firm has grown from a small camera and photographic supply shop into a major dealer of appliances. The downtown Miami location occupies four floors, housing approximately \$100,000 worth of stock. Offices are located on the second floor, radio and television sets take up the third, and the fourth is crowded with surplus stock. Cameras and allied merchandise are no longer handled. There is no room for them.

Service Facilities

In addition to the well-equipped appliance store, Kupper's has a sizable place in the Allapattah district, chiefly utilized as a repair and service shop.

"We own all necessary apparatus ourselves, for rebuilding, reconditioning, and servicing," explained Kupper, "and can repair trade-ins satisfactorily. Such work could not possibly be done here, but is taken care of at the Allapattah place."

This restricted supply of appliances has resulted in a revised basis of compensation for the employees, who now work on salary, instead of the former commission arrangement.

"There isn't a sufficient amount of stock in sight to warrant anything else," Kupper stated. "Our salesmen get the surplus, in any event, since all salaries are computed on accrued profits. This plan acts as an incentive to push higher-priced items." *End*



HAPPY IS THE GIVER who has solved his problem with a modern, gift-wrapped electric houseware—and the Good Housekeeping Shop knows it.

GIFTS ARE HIS BUSINESS

Selling electric housewares as gifts is an all-year specialty of Joe McDonough, Van Nuys, Calif., who capitalizes on their gift appeal to make them a profitable main line—\$33,000 worth of sales on a \$6,000 inventory

By **HOWARD J. EMERSON**

IN a small California city experienced appliance dealer Joseph McDonough is selling \$38,000 worth of electric housewares as gifts—because he treats them as gifts, goes after the gift market, and has set up his store and sales techniques to capitalize on the gift appeal of electric housewares.

McDonough's Good Housekeeping Shop in Van Nuys, in the San Fernando Valley in suburban Los Angeles, is a full line gift shop—with a name that is a hangover from the period before January 1949 when it had a full major appliance department featuring the Frigidaire line. When Mc-

Donough decided to move to a more centralized location in Van Nuys to provide better traffic for the giftwares which he had taken on during World War II and had continued profitably, he dropped major appliances because they showed less percentage of net profit on the money invested than did any of the giftwares departments. But he continued electric housewares, because with their gift appeal they could be continued as a profitable operation.

McDonough's analysis of the various aspects of building volume in electric housewares as gifts is virtually textbook quality. His principles apply as well to the electric housewares' de-

partment of a full line appliance store as to their position in the giftwares store.

Preparation is necessary for an acceptable presentation of electric housewares as gifts, McDonough contends. The arrangement and appearance of the windows and floor displays, the location of the department, and both the quality and quantity of products to be displayed must be thought out and prepared in relation to the dealer's facilities and the market he serves.

McDonough's new store in Van Nuys sets off both the gift appeal and the quality of electric housewares and other gifts through the use of pastel

tints accented by bold decorator colors on both the plaster and brick exterior and on the modern combed plywood and textured plaster interior. The location of the electric housewares department must be considered, but McDonough says from his experience the location would not be the same in a giftwares store as in a major appliance store. In his store, these small appliances are located in a department near the rear, because they are relatively large compared with the items in the other gift departments—ceramics, metalcraft, leathercraft, etc. In the major appliance store, the re-

(Continued on next page)



WITH A TRAFFIC SPOT on the main street of Van Nuys where such departments as greeting cards, records, etc., cause a steady floor traffic for exposure to higher ticket departments like electric housewares, ceramics and metalcraft.



WITH A QUOTA which serves not only as a goal for staff, but as an important guide to which Paul McDonough, right, can check the department's month-to-month progress. Staff knows quota and progress, gets bonus for exceeding.



WITH ADVERTISING based on a percentage of the quota. Consistent advertising establishes store as gift headquarters, is supplemented with copy on special sales, or tied-in with special days as McDonough is arranging above.



WITH WINDOWS that emphasize the gift appeal of electric housewares. Changed weekly, McDonough's windows are never crowded, give appliances individual appeal. Electric items may be mixed with non-electric housewares.

McDONOUGH MAKES GIFTS HIS BUSINESS AND . . .

verse is true, and the electric housewares need a front of store position where they will get full attention without being dwarfed by larger white goods and TV. At the moment, McDonough's electric housewares department is located between the jewelry concession and the store's phonograph record department, and opposite the heavy-traffic greeting card department. But he changes the location about three times a year—bringing an "Oh, what a lot of new merchandise you have" response from old customers each time.

Within the electric housewares department the dealer must make a care-

ful approach to the selection of stock and to the arrangement of the appliance in order to be ready to promote sales as gifts. McDonough believes the dealer must avoid having too many brands, or too many products of the same kind on display, and that each product the store carries must be presented so that it has "individuality".

Brands Important

Selection of brands is more important to the dealer emphasizing appliances as gifts than it is to the full line appliance dealer, says McDonough from his experience in both types of

business. Lesser known brands of good quality are important to the dealer as a supplement to the so-called "top brands" in the full line appliance store, and he can sell them with confidence to customers who intend to use the product themselves. The quality of the product, the dealer's service reputation, the use value of the product—all will be the criteria of success. For gifts, the same situation does not hold. The giver is buying not only quality and use value in the electric housewares she buys as gifts—she is buying "prestige value" which will impress and delight the recipient. To do that, the dealer in gifts should feature a few

of the nationally-known, nationally advertised electric housewares. In his own department, McDonough features G-E, Westinghouse, Universal, Arvin, Nicro, Cory, Hamilton - Beach, Kitchen-Aid, Dulane, Waring, Silex and Handihot. But while he may stock the complete lines of each, he does not display them all. "Do not confuse the purchaser of electric housewares as gifts," he says, "by a mass display of everything made by the industry. Select those items from each manufacturer that have prestige value as gifts. The G-E steam iron, the Waring Blender, the Westinghouse roaster, the Dulane Fryryte, the Silex coffee-



WITH MANUFACTURER'S material, when it has gift appeal, such as small iron display being assembled for McDonough by salesman Leo Archinger of distributor Sues, Young and Brown Inc., Los Angeles.



WITH A HELPFUL ATTITUDE. Department manager Zita L. Stiley finds out for whom the gift is intended and suggests a heating pad as an appropriate gift for the prospect's elderly mother.



WITH PROMOTIONS and demonstrations to bring in traffic and identify the store. This March 30, 1951, demonstration of Fryrite and Arvin products was arranged by Sues, Young & Brown and the manufacturers' reps.



WITH WRAPPING FACILITIES that insure a professional appearance to the gift package. Store offers a wide selection of paper and ribbons. Electric housewares are always wrapped in original cartons.

... DOES \$33,000 ON A \$6,000 INVENTORY

maker, the Handihot wafflemaker are a few good selections, and of course, there are others." A mass display can confuse the gift buyer to the point that she says "Oh, there are so many things, I don't know what to choose," and then goes out and buys the bride a dozen nylons.

Two Reasons For Displays

Displays serve two purposes at McDonough's Good Housekeeping Shop. He uses wall displays in the rear of the electric housewares department not only to get attention for the department from any place in the store, but

to give the prospect at eye level an attractive display of variety. But, he emphasizes, the old merchandising rule that it takes table displays to sell holds just as true when the retailer is pushing electric housewares as gifts. And for both wall and table displays, the appearance of the appliances is important. They must be spotless in appearance—no dust, no finger prints. Take a tip from the jeweler, says McDonough, who points out that one of the main reasons (along with credit) that put the jeweler into the small appliance business was his presentation of an individual electric housewares

item as a gleaming, spotless jewel. Daily dusting and polishing should be a ritual in any gift department.

While McDonough's electric housewares department has been described above as a unit, actually it is part of a "housewares department". Essential in selling electric housewares as gifts, he says, is the help of a selected group of non-electric housewares. Using only such top quality lines as Revereware, Ekco, Presto, Flint, Wiss, Dazey, etc., plus a few decorative kitchen canister sets, he keeps an attractive display in which the gift appeal of these non-electric housewares

is emphasized. This display is adjacent to and overlaps slightly his displays of electric housewares—"keep them in the same line of vision because the prospect thinks of them together, and they sell each other."

With a continued eye on the gift market, the dealer must have better than average facilities for gift wrapping. While a roll of white paper and some colored Scotch tape have been some dealers' approach to gift wrapping, it is a far cry from the facilities such a specialist as McDonough has provided for his customers. A display

(Continued on page 84)



WORKING WIFE Audrey Schumacher is a stenographer five days a week, has little time for shopping.



SATURDAY is her only available shopping day and she buys enough to last two weeks or more.



SHE GETS a bushel of apples at a bargain price, makes them into frozen apple sauce.

The experiences of Mrs. Audrey Schumacher, who saves 260 hours a year with a home freezer, are full of ammunition for dealers who want to sell working wives

THE salesman who reads the captions to the accompanying pictures will better understand what are the real selling points of a home freezer next time he faces a working wife.

At the time of her marriage to W. W. Schumacher one year ago, Audrey started housekeeping with a 7 cu. ft. home freezer. As she learned to use it she discovered that she only had to buy food every second or third week. Since she works from 8 to 4:30 five days a week she has found Saturday morning to be her best shopping time. It takes approximately three hours to visit meat market, bakery and chain grocery and get home with the provender. Cutting these trips in half saves her 78 hours a year. Then she observed that by having meals ready frozen she could lop off approximately a half hour a day in meal preparation. That amounted to 182 hours. All told, possession of a \$249.95 home freezer saved Audrey Schumacher 260 hours a year. Figure this at the average stenographer's wage, \$1.25 an hour, and you have a time value of \$325.

"The biggest thing about it is that it sets us both free," she says. "I couldn't have my night off for bowling if it weren't for the home freezer because I would have to stay home and get my husband's supper. We could not always be set for company without it. Too much cannot be said for a home freezer as a social asset, which is why we love it."

End

A Freezer Brings Her Freedom...

BOWLING is Mrs. Audrey Schumacher's favorite recreational activity and she's a high-scoring member of a Chicago women's team, but when she got married, just over a year ago, household duties nearly squeezed bowling out of her life.



A FREEZER is a



BECAUSE she buys meat in large quantities the butcher is inclined to give her best cuts.



HER FAVORITE bakery is 14 miles from home, but a freezer cuts down on necessary trips.



SEVEN PIES baked at a clip go into the freezer, save hours of future work.

Girl's Best Friend



HUSBAND, W. W. Schumacher, invites friend in to supper on Audrey's bowling nights, finds frozen meals easy to prepare.

... From Long Hours in the Kitchen

BEFORE she fully realized the advantages of owning a home freezer Mrs. Schumacher found herself tied down to kitchen chores on nights when she had planned to go bowling. Now she prepares meals in advance. **END**



JERRY COLE EXPLAINS to a customer that there are no vents to get clogged up on an electric range. He also hammers hard on the safety, convenience and coolness of electricity over gas for cooking purposes.



A CONVINCING DEMONSTRATION gets a receptive smile from the shopper as Jerry Cole illustrates the compactness and ability of this two-foot-wide, four burner electric range, sold as a package deal, thereby cutting installation costs.

IN many Mississippi cities and towns, gas is a major item in the cooking, heating and freezing activities of the residents. Such a city is Columbus, Miss., where electrical appliance dealers generally find gas competition a pretty stiff proposition.

But Jerry Cole, who owns the Cole Refrigeration & Electric Co., at 216 South Fifth Street, in Columbus, finds this gas competition a spur to his sale of electric ranges. Mr. Cole has been meeting gas competition and overcoming it for several years by following a well defined program of range selling.

"To sell electric ranges in a 'gas-town' as we do, requires first of all, that our salesmen must be able to lick the competition," says Mr. Cole. "We make this effort a store-wide proposition. Regardless of the job he or she holds in our organization—salesman, service man or office worker—every representative of this store must meet two requirements. First, he must be absolutely convinced that our product, Kelvinator, is the best product to sell. Second, he must prepare himself in order that he may convince the customer on the same idea.

"To achieve the first requirement, every one of our employees has a Kelvinator range in his own kitchen, where he can use it, study it and learn every feature of it. To achieve the second, the entire personnel of the firm is required to take the Kelvinator VIS ("Vocation-in-Sales") sales course."

Preparation Sharpens Sales

Thus prepared, Mr. Cole feels that his workers are able to take on the job of straight selling against gas range competition. That his insistence on these preparations is effective, is evident from the sales volume which his company attains annually, an approximate \$20,000 in ranges alone.

Meeting Gas Competition

Because every employee has an electric range in his own kitchen and gets and uses sales training, Cole Refrigeration & Electric Co., Columbus, Miss., sells \$20,000 worth of electric ranges a year in a gas area

That's considerably better than par for any city of 17,000. The Cole methods of selling electric ranges in a "gas area" are thorough. Mr. Cole sets them down as follows:

1. Ranges are sold as a package deal, thus cutting down installation cost, which has been a big argument with the gas people. Mr. Cole is an electrical contractor in his own right and is able to provide quick, efficient installation for any job he sells. His package deal features a flat price for the complete job and savings in labor and material are passed on to the customer.

2. Cole sells the idea of convenience. "Electricity goes everywhere," he points out to his customers, "but gas goes only in some areas. This is particularly true in many rural sections around Columbus. If a house owner sells his house and moves to the country, he can take his electric range right along with him, but if he has a gas range, frequently he's stuck."

3. Cole salesman play up and embellish the standard arguments for electricity. They point to the desir-

ability of a cool kitchen, an important item in Mississippi, which is unusually warm for 10 months of the year. They also stress the cleanliness angle, explaining that clogged vents on gas ranges cause unsteady pressure, that gas pressure is not always steady even in clean ranges, eliminating the positive control of heat which electricity gives. They emphasize the safety feature, the absence of a flame in the kitchen, and they accent the fact that electric cooking is entirely odorless because there is no chance for leaky gas connections.

4. Cole is community-minded. By lending electric ranges to school and club groups for their own cooking schools, he creates a wider acceptance of electric cooking and makes friends for the store. If requested, he will provide a demonstrator to go along with the ranges he lends.

5. He has a system of rural selling which calls for a tie-up with store keepers in country areas which he is not able to reach himself. To these dealers, who display and sell his equipment from their own store floors, he

allows a regular salesman's commission. This tie-up gives him several additional salesmen in rural sections which would not otherwise be coverable.

6. Every member of the Cole organization, including repairmen and office help, is a salesman. In addition to taking the Kelvinator course, they participate in sales meetings and are allowed time of their own to contact prospects which they may pick up on the outside. Frequently, women employees in the office double as demonstrators or in a home service role. On outside sales made on their own time, they are allowed full commission.

7. The Cole repair and service section is a comprehensive one, able to work on almost any type, model or brand of electrical appliances. The firm makes many new contacts through its service department and sells much new equipment as a result.

8. Cole carries a complete stock of parts for his major appliances. In addition, he stocks a wide variety of minor electrical equipment such as light bulbs and wiring, and his customers know they can usually find in his store what they need when they need it.

By thus aggressively utilizing every member of his firm as a salesman and an exponent of electrical cooking, by hammering hard on the advantageous points of electricity over gas, by passing on savings in installation costs, and by providing first class service, Jerry Cole finds that selling against gas competition is not a major problem.

"You might say we are so sold on our product that we have no trouble in selling others," he sums up.

Besides the Kelvinator line, the firm also handles Apex washers, Morton cabinets and Emerson radios.

End

NEW LEWYT DEALER IDENTIFICATION KIT!

Directs prospects to your store during **GREATEST AD DRIVE IN VACUUM CLEANER HISTORY!**

Now's the time to cash-in big — while the greatest national advertising campaign ever put behind any vacuum cleaner is pre-selling America's millions on Lewyt, the world's most modern vacuum cleaner!

Turn this tremendous flow of high-profit Lewyt volume your way! Start stopping store and street traffic today! Spotlight your store with Lewyt's complete new Dealer Identification Kit — now specially priced for a record-smashing Spring selling season!

It's quick, it's easy, it's a sensational low cost investment in bigger-than-ever Lewyt volume! Tie-in now! Get your Lewyt displays up! Let your customers know you DO IT with LEWYT!

NEW LEWYT 6-PIECE DEALER IDENTIFICATION KIT!



1.

Electric Window Sign

... doubles as Nite-Lite! Big double-duty, heavy-duty 6" x 15" high-visibility Lewyt display sells for you 24 hours a day! Complete with lamp, cord, hanging chain.

2. & 3. New "Top-O-Lewyt" Shopper Stoppers!

In 5 seconds, they make every Lewyt on your floor or in your window a silent salesman! Superbly printed in 4 colors on durable heavy-board stock!

4.

Big 4-Color Window Streamers

Big 11" x 28" size, and designed in eye-catching colors, this hard-selling window streamer points out your store as Lewyt headquarters!

5. Merit Award Window Streamer!

Tells your customers that the American Society of Industrial Engineers found Lewyt to be tops in the vacuum cleaner field—pegs Lewyt as the best value on the market!

6.

Man of Distinction Window Streamer!

Now appearing in leading newspapers all over the country.



Special Spring Bargain Price!

ORDER TODAY FROM YOUR LEWYT DISTRIBUTOR!

DO IT with

LEWYT

LEWYT CORPORATION, VACUUM CLEANER DIVISION, DEPT. 5-M, 60 BROADWAY, BROOKLYN 11, N.Y.

ELECTRICAL MERCHANDISING—MAY, 1951

PAGE 77

NEVER BEFORE 10¹/₃ CU. FT. REFRIGERATORS ONLY 28¹/₂ INCHES WIDE...



FOOT for FOOT
FEATURE for FEATURE
THEY HAVE WHAT
IT TAKES FOR
MORE SALES IN
THE TWO ALL-
IMPORTANT MARKETS
IN 1951

Yes! And 8 cubic foot refrigerators only 24¹/₂" wide to provide real "family-size" capacity in the smallest kitchen. Never before has anyone offered a combination of capacity, compactness and convenience to equal that of the New Coolerator Royals. On every score these New Space-Thrifty Coolerators are tailored to fit the two all-important volume markets for 1951.

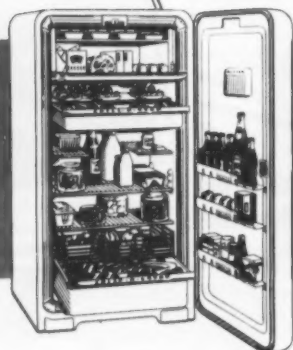
THE REPLACEMENT MARKET—These people want bigger refrigerators. They want Full-Width Freezer-Chests with temperatures low enough to store frozen food safely—to keep ice cream frozen firm—and freeze lots of ice cubes in a hurry. They want more convenient interiors with ample *moist cold* storage—and they want all these things in a refrigerator that will slip into their kitchens without disturbing existing cabinets.

THE NEW HOME MARKET—The National emergency, the growing scarcity of building materials, tighter mortgage requirements on larger and more expensive houses will combine to channel building into the smaller and lower priced field. Kitchens will be smaller, space will be at a greater premium than ever before. Again, the Space-Thrifty Coolerators which provide real "family-size" capacity with smallest outside dimensions are the answer.

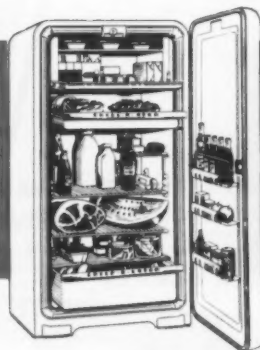
See the Space Thrifty Royals at your Coolerator distributor's today. He'll be glad to show you Coolerator's national advertising program and work with you on local tie-in campaigns for extra sales and profits. Get all the details on Coolerator's New Profit Protection Program. See for yourself why you can grow faster with the line that's growing fastest.

Coolerator®

ROYAL SERIES OF SPACE-THRIFTY REFRIGERATORS WITH FULL-WIDTH FREEZER-CHESTS



THE QUEEN — RD-1104—10¹/₃ cu. ft. capacity—only 28¹/₂" wide—21 sq. ft. of shelf space. Full-width Freezer-Chest—Sliding Meat Drawer—Tilt shelf and removable Half Shelf—Adjustable Shelf—Sliding Handy Basket—Giant Crisp-O-Lator—Built-In Butter Saver—Space-Thrifty Door Racks.



THE DUCHESS — RC-1103—10¹/₄ cu. ft. capacity—only 28¹/₂" wide. 20¹/₄ sq. ft. shelf area. Full-Width Freezer-Chest—Chill-R-Ator Drawer—Removable Half Shelf—Adjustable Shelf—Giant Moist-Cold Crisp-O-Lator—Space-Thrifty Door Racks.



THE PRINCESS — RD-180—8.1 cu. ft. capacity—only 24¹/₂" wide. Full-Width Freezer-Chest—13¹/₂ sq. ft. of shelf area—Full-Width Chill-R-Ator Shelf—Sliding Meat Drawer—Adjustable Shelf—Full-Width Moist-Cold Crisp-O-Lator. Modern full-length door.



THE CORONET — RC-181—8.1 cu. ft. capacity—only 24¹/₂" wide. Full-Width Freezer-Chest—11.3 sq. ft. of shelf area—Full-Width Chill-R-Ator Shelf—roomy food compartment with shelves arranged for utmost storage convenience. Modern full-length door.

ELECTRIC REFRIGERATORS • RANGES • FREEZERS

Coolerator®

Freezer Chest is way below freezing to keep over 40 lbs. of frozen foods.

Built-in Butter Saver keeps butter fresh and easy to spread.

Tilt shelf and removable shelf triple tall bottle space.

Adjustable shelf assures amazing interior flexibility.

Sliding basket keeps small articles snugly packed—always visible.

Here's Moist Cold Storage for 24 quarts of fresh vegetables.

Space-Thrifty Door Racks give you more "front-row" storage.

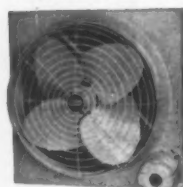
REPLACEMENT OR REFUND OF MONEY
Guaranteed by
Good Housekeeping
IF NOT AS ADVERTISED THEREIN

See Full Color Page Advertisements in May
Better Homes & Gardens and Good Housekeeping and
Similar Insertion in Other Leading Magazines

THE COOLERATOR COMPANY • Duluth 1, Minnesota
Chicago Offices: 11-107 Merchandise Mart

FRESH AIR MAKER FANS FOR '51

A line you will want to acquire, designed for best performance, good looks and to sell. Priced right. A generous assortment of sizes and types that people want. Over fifty models. All will deliver lots of air, quietly and for long years. Excellently built. You cannot tie up with a better prospect for profits.

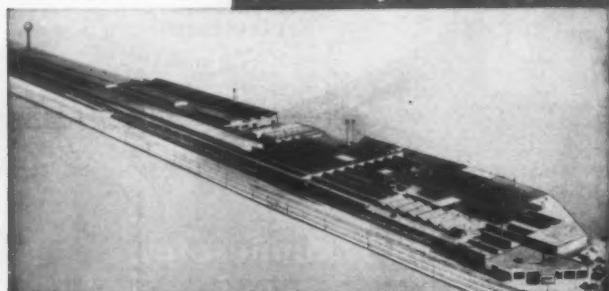


The Hy-Duty line will supply your needs for centrifugal blowers, SINGLE INLET... DOUBLE INLET... DIRECT DRIVEN UTILITY UNITS. 5" to 25" wheel diameter, a few hundred CFM to 25,000. Compact, strong, top delivery, certified ratings.



LOTS OF PRACTICAL PLEASING SELLING FEATURES YOU WILL WANT TO KNOW ABOUT. Send for Literature

SCHWITZER-CUMMINS COMPANY
VENTILATING DIVISION
INDIANAPOLIS 7, INDIANA
ENGINEERS AND MANUFACTURERS
of Fine Fans
for over 30 years



Postcard with Gift Offer Brings in Newlyweds

Denver dealer finds rubber-stamped message on card is cheap and effective advertising

ON the day after their wedding, all couples in the Denver, Colo., area receive a postcard from Union Furniture & Appliance Co., offering them a free gift if they will visit the store. Anywhere from 10 to 50 of these cards go out every day, according to Paul Kramer, head of the store.

Kramer goes through all Denver newspapers to spot wedding announcements, collects names and addresses, then sends out cards with a rubber-stamped message reading: "Dear Newly-Weds: Congratulations—We have a wedding gift we would like to present you. You will find it both useful and serviceable. If you will call at the store, it is yours for the asking. Besides, we'd like to get acquainted." He is careful not to name the gift specifically.

About ten percent of the couples

come in within a week, says Kramer. Each receives a shaggy cotton tumble-twist bathroom rug, which Kramer gets for 65¢ apiece in 100 lots. Giving customers a choice from among 15 colors puts the offer on a personal basis. After this they are usually willing to go on a tour of the major appliance and furniture departments.

"We can count on about one-third of these visits turning into actual sales within ninety days," says Kramer, "so that in return for spending something like fifty cents a day on penny postcards, and about five dollars a day for wedding gifts, we sell one of the most profitable individual volumes of the year. And incidentally, we find that low-income couples usually buy better quality appliances and furniture than those who can afford to pay more."

End

"An Electric Blanket For Your Old Range"

Trade-in offer capitalizes on curiosity, brings high turnover for St. Louis dealer

LOADED with an overstock of electric ranges, H. S. Woodard of Clayton, Mo., searched about for ways of stimulating sales. He was convinced that the usual "high trade-in" offers were causing no excitement whatsoever among local housewives once they found out that there were all sorts of qualifications involved. One idea that appealed to him was a trade involving some electrical item which every homeowner actually wants. After several experiments he settled on the electric blanket, with the offer of a \$41.95 blanket for any old range when traded in on a new electric range.

Chance for a Trial

"The appeal of the thing," says Woodard, "lies in the fact that most people are very curious about the comfort of an electric blanket, but they don't want to invest in one until they've had a chance to try one out. Unless they receive one as a gift they never get that chance. But when they can trade an old range even up for a new electric blanket, and kill two birds with one stone by buying the new range they need anyway, the combination is ideal."

Woodard started off with an ad in a weekly newspaper, and got a good telephone and drop-in response. When the ad was repeated on a larger scale, the inquiries tripled, and every blanket

the store had in this price classification vanished in a few days. Woodard re-ordered, taking advantage of a gross discount, and sales rolled on.

Ranges traded in ranged from 20-year-old high-oven types to fairly recent models. Most of them could be cleaned up and resold at a profit.

"We're convinced," says Woodard, "that the electric blanket trade-in will work out just as well with refrigerators, automatic laundry equipment and other major appliance trade-ins." End



"WHAT DO YOU MEAN, DID I HAVE IT BUTCHERED FIRST?"



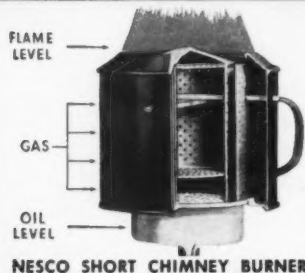
You can sell every customer with the
complete NESCO line!



Kerosene Short Chimney Ranges

Model 311 Deluxe Table Top

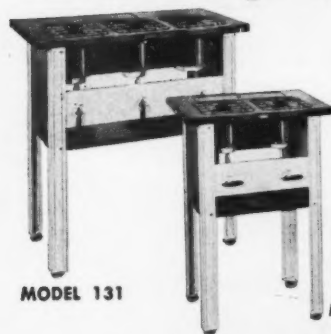
- MODERN STREAMLINE STYLING, with concealed burner handles and cool, bar type door handles.
- PORCELAIN ENAMELED table top surface, right side, oven door, tank cover, burner drums.
- FAST HEATING, LARGE CAPACITY OVEN with accurate heat indicator in door.
- VISIBLE FUEL SUPPLY in clear glass tanks that allow quick inspection.
- MANY OTHER FEATURES, including famous Nesco short chimney burners with exclusive flame control; pull-out drip tray; convenient utensil storage compartment, "toe-room" base.



Model 321 Table Top Range

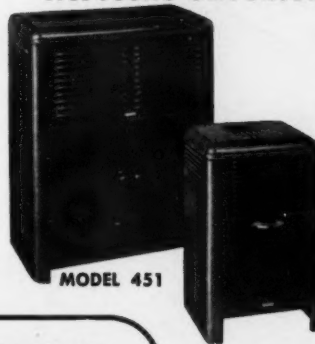
The outstanding value in the medium-price field, combining quality construction with exceptional economy of operation! A blue-black porcelain-enamel table top range having most of the features of the deluxe Model 311.

Kerosene Straight-Line Stoves



These popular models fit into the smallest kitchens and suit the smallest pocketbooks! They are also ideal for the laundry and the summer cabin. Model 131 has two standard short chimney burners and one Dubl-Hot burner. Model 121 has two standard burners.

Kerosene Unvented Circulating Heaters



More heat, instant heat, for less money! Model 451 produces 25,000 BTU's per hour with two Nesco Dubl-Hot burners and has a rust resistant metal fuel tank. Model 441 produces 12,500 BTU's with one Dubl-Hot burner and has a glass fuel tank.

201 N. MICHIGAN AVENUE
CHICAGO 1, ILL.

NESCO INC.

New York Regional Sales Office:
200 Fifth Avenue, New York.

every user a satisfied customer...every



washes, rinses
"spin-aire" dries
automatically!

ABC
American Laundry Washers and Rinsers

ABC-Matic
COMPLETELY AUTOMATIC WASHER



satisfied customer another "salesman"

when you sell

ABC-O-Matic

REG. U.S. PAT. OFF.

PROVABLY OUTSTANDING
among ALL automatic washers

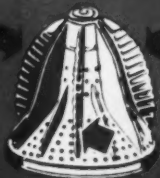
Customer satisfaction...one of the big PLUS advantages inherent in every ABC washer and ironer...has reached a new "high" among ABC-O-MATIC owners. Users of this amazing new completely automatic washer immediately become enthusiastic boosters, and delight in demonstrating its superb performance to friends and relatives. And to *demonstrate* the ABC-O-MATIC is to *sell* it!

No wonder housewives "fall in love" with their ABC-O-MATIC. For it gives them *everything* they've wanted in a washer—clean, fast, gentle, thorough washing—*plus* ABC's exclusive flush-away rinse—*plus* ABC's exclusive "spin-aire" drying—**ALL AUTOMATICALLY!** It's the "dream" washer come true!

ABC-O-MATIC's unmatched performance...and long list of features...enable dealers to tell the strongest SALES story in the history of home laundering. Besides exclusive, patented "Centric" Agitation, described below, ABC-O-MATIC's sales advantages include: One-dial control... no-stoop top loading... gearless automatic transmission... automatic levelizer... signal light that shows washer is operating... automatic water pressure... vibration-free, quiet operation, with no bolting down.

Dealers who are interested in quicker, easier sales, increased volume and profit, and customer satisfaction, are invited to write for details, not only on ABC-O-MATIC, but on the complete line of ABC washers and ironers, famous for over 40 years.

Only washer in the world with
"CENTRIC" agitation and "SHAMPOO" washing action



ABC-O-MATIC's "Centric" Agitator, with its big, pliant rubber fins, does not spin or oscillate. It moves with a rapid, circular pulsating action in an off-center position. Washing action begins like a "shampoo," with only one-third of the water and the full amount of soap.

The result is a thick, creamy "lather," that quickly loosens the dirt. More hot water then produces turbulent, soapy suds, forced through the clothes in tiny jets from perforations in the agitator. Clothes are not whirled, twisted or strained, but distributed evenly...and gently and thoroughly washed.



ALTORFER BROS. COMPANY • PEORIA, ILLINOIS

DO YOU SELL ONE OF THESE FAMOUS MAKE SPACE HEATERS ?

ALLEN'S
BARNES
BEYER
COLE HOT BLAST
COLEMAN
COLEMAN (Canada)
CREST (Canada)
CUSTOM-AIRE
DUO-THERM
ENTERPRISE
ENTERPRISE (Canada)
ESTATE-HEATROLA
FINDLAY (Canada)
FLORENCE
H. C. LITTLE
HERCO (Canada)
INTERNATIONAL
JUNGERS
LACO
LONERGAN
MAGIC CHEF
MONARCH (Canada)
MONARCH
MONOGRAM
NESCO
NORGE-HEAT
PERFECTION
PREWAY
QUAKER
SAFeway
SIEGLER
SILENT FLAME
SUPERFLAME
TORRIDAIRE
WASHINGTON
FRUGAL



If you do...

NOW YOU CAN EARN EASY ADDITIONAL PROFITS BY SELLING A-P AUTOMATIC HEAT CONTROLS

Yes, if you sell one of the famous-make space or trailer heaters listed here you can offer every customer the luxury of true automatic, thermostatically controlled heat! This means easier selling, because you can offer comfort and convenience equal to the most expensive kind of heating, with no wasted heat — and substantial fuel savings!

What's more, this easy-to-sell comfort means **ADDITIONAL PROFITS** for you. Write now for Bulletin T-2 on A-P Comfort Controls.

EASY TO INSTALL



There's an A-P Electric or Mechanical Comfort Control actually engineered to fit these heaters. Just mount conversion top on present manual control; connect to thermostat and plug-in transformer. Mechanical thermostat even eliminates wiring!



DEPENDABLE Controls

A-P Comfort Controls are designed and built to exact space-heater specifications by A-P Controls Corporation — for 19 years America's foremost manufacturer of controls and valves for oil and gas-fired furnaces and space heaters. Makers of famous A-P valves, controls and accessories for refrigeration equipment.

A-P CONTROLS CORPORATION

(formerly Automatic Products Company)

2400 N. 32nd St. • Milwaukee 45, Wis.

In Canada: A-P Controls Corporation, Ltd., Cooksville, Ontario

Gifts Are His Business

CONTINUED FROM PAGE 73

play rack shows 35 different papers available to the purchaser at the Good Housekeeping Shop, and to tie the gift there is the choice of 15 different ribbons. Such facilities enable the dealer to wrap any gift to meet any occasion, with an appropriate ribbon and bow, so that the purchaser need do nothing more than present or deliver her gift. Such facilities are essential to the dealer who expects to get gift business from men—for the latter hate to wrap gifts, are not particularly good at it, and are at a loss how to get them wrapped, especially gifts for the family which must be wrapped before being taken home.

Wrapping Is a Special Service

While the displays of gift papers and the ribbons are kept in view of customers so that they serve as a visual selling aid, McDonough has a special counter in the backroom for the wrapping process. Here a wide variety of white gift boxes is kept in stock to take care of the ceramic, metalcraft, and other non-housewares gifts. However, McDonough believes that electric housewares should be wrapped over the original carton. There is, of course, more than one reason. Most electric housewares come in several parts and are difficult to pack except with the special partitions and braces designed by the factory. Also, says McDonough, the recipient gets a psychological boost from "the original carton" which has always been so important as a symbol of an unused product.

All these various approaches to the selling of electric housewares as gifts are but the basic necessities for the dealer to have before going out to promote business. The next thing he needs are prospects, and the dealer who wants a profitable business in electric housewares as gifts must

know where and how to get these prospects and how to sell them when he gets them.

McDonough believes the dealer should figure how much business he wants and go after that amount. McDonough settled on a yearly quota system as the best solution. Taking into consideration the amount of money he wanted invested in stock, the cost of one employee who would be responsible for the department, and the annual profit such costs should produce, he set for 1950 a quota of \$33,000. This would involve a 5½ times turnover on an average inventory of \$6,000 worth of electric housewares. A separate quota was set for each of the other departments in the Good Housekeeping Shop. Then these quotas were described to the staff, and a bonus system was set up to compensate the employees for exceeding the quotas.

Such a quota, he says, serves management and employees and it helps the department make a profit. By comparing his monthly sales against the quota McDonough knows at all times just where the department stands, is better able to judge whether or not it is producing a profitable volume, whether changes in location or display are needed to step up sales. Employees have a chance to see the record of their own progress, the results of special efforts, and just how well they are progressing toward the bonus in which they have a normal human interest.

Ads Get the Business

The quota serves McDonough as a basis for his advertising. He bases his advertising budget for electric housewares not on the business he has done, but on the business he expects to do. And consistent advertising

(Continued on page 88)





Better Homes & Gardens is MORE than one of the 3 BIGGEST man-woman magazines
— it's ESPECIALLY BIG in better appliance customers!

BIG need for major appliances!

BH&G is read by 7 out of 10 families building new homes! That's the ideal time for you to completely equip those homes!

BIG need for all appliances!

BH&G families—nearly all 3½-million of them—own bigger-than-average homes. They're great home lovers and home entertainers, too—so naturally they're "naturals" for all labor-savers!

BIG in buying ability!

BH&G family heads have above-average incomes—and over ½ are executives or professional men. They are better able to buy—regardless of restrictions!

No other 3½-million circulation offers so many **BIG** pluses so uniquely important to you. That's why no other magazine can match BH&G as a year-round boost to your selling efforts!



Serving a **SCREENED MARKET** of 3½-Million Better Families

MEEDITH PUBLISHING COMPANY, Des Moines, Iowa

Get set for G-E gift

The gift demand for G-E housewares is always there. And during a Special Gift Season it's terrific!

You know how consistently G. E. promotes these housewares as gifts year in, year out. Now, with Mother's Day, Father's Day, and the June Bride season upon us, you can be sure G. E.'s promotional

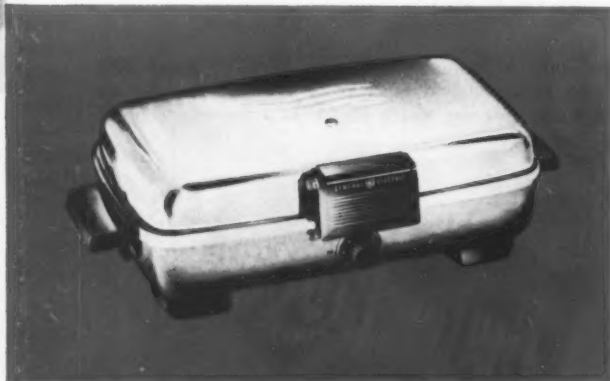
efforts will pay off for you . . . as usual!

A successful promotion creates customers and brings them into *your* store . . . that's just what G. E. is doing for you! Alert retailers are set to meet the Gift Demand for Electric Housewares and they are capitalizing on a profit-loaded G-E Gift Promotion.



Terrific Gift—G-E Automatic Toaster. (T-81) Will give your customers dependable service for years. Keep it on permanent display. Brown base. **\$22.95.*** Ivory-colored base also available. **\$23.95.***

HERE'S HOW! General Electric has made available, through your distributors, a complete promotion package! Complete national coverage—53 ads in 14 leading consumer magazines during April, May, and June, alone! The largest advertising campaign ever put behind electric housewares. Plus all-important local coverage (four-color gift ads in "This Week" and "Parade") and the beautiful three-dimensional, 2-in-1, full-color, in-store display shown here.



America's finest Combination Sandwich Grill and Waffle Iron. (G-40) Makes four waffles at once. Even fries bacon and eggs. Automatic (**\$21.95***) and Standard (**\$16.95***) models available.



Fastest-selling Combination Steam and Dry Iron. (F-40) Automatic push-button control. "Dial-the-Fabric" feature. "Iron with ease . . . press like a tailor!" **\$18.95.***

GENERAL ELECTRIC HOUSEWARES

demand... Again!

**We're
plugged in—
Are you?**



The G-E Gift Promotion ties in with the excellent promotion being sponsored by the National Electrical Manufacturers Association *right now!*

Using this seal, NEMA is staging a gigantic consumer promotion, selling-in Electric Housewares as ideal gifts.

Turn to page 123 and read what NEMA is doing to "wire the appliance business for profits."

To repeat . . . we're plugged in. Are you?

And don't forget, the name General Electric means a lot to your customers. More than ever, this Spring, make it mean a lot to *you!* General Electric Company, Appliance and Merchandise Department, Bridgeport 2, Connecticut.

*Prices and specifications subject to change without notice.



The only Triple-Whip Mixer . . . and the most handsome. (M-9) G. E. gives you 3 powerful beaters, built-in light and the best juicer ever. As a portable, weighs only 4 pounds. **\$39.95.***

GENERAL



ELECTRIC



G-E new redesigned Roaster. (C-24) Bakes, broils, fries, roasts, steams—and keeps food warm. New heat-resisting glass window. Swell for small kitchen. **\$44.95.***



America's most popular Iron. (F-23) Enables you to iron $\frac{1}{3}$ faster than with older-type irons. **\$12.95.*** Also available: Fully automatic G-E Budget Iron, **\$9.95*** and G-E Travel Iron, **\$8.95.***

A PERFECT GIFT...FOR EVERY OCCASION

GOOD SELLING MAKES GOOD CUSTOMERS



A Bird in the Hand May Bring Two Out of the Bush

And a sale today may bring you two tomorrow. Help the lady buy the water heater that *best suits her family's needs*, and her satisfaction and enthusiasm will give you an "in" on her future purchases.

Even in a seller's market, she has to decide *where* and *for what* she will spend her money. That's why a quality product, such as a Fiberglas* Insulated water heater, is a wonderful decoy to bring her (and her friends) back to your store . . . for anything from another appliance to a complete kitchen or laundry. Owens-Corning Fiberglas Corporation, Department 104E, Toledo 1, Ohio.



APPLIANCE INSULATION

*FIBERGLAS is the trade-mark (Reg. U. S. Pat. Off.) of Owens-Corning Fiberglas Corporation for products made of or with fibers of glass.

FIBERGLAS IS IN YOUR LIFE...FOR GOOD!

Gifts Are His Business

—CONTINUED FROM PAGE 84—

ing is his first and foremost effort to get gift business in electric housewares. He makes it serve the Good Housekeeping Shop in several ways. One objective is to identify the store as a source of gifts, and the first way to create that identity is through consistency, for the prospect may not read the advertising the day he or she needs the gift. Another objective of McDonough's advertising is to get his share, or more, of the peaks of gift business on the so-called "gift days"—Mother's Day, Father's Day, Easter, Graduation, Back to School, etc., as well as Christmas. But, he insists, the dealer who wants a profitable volume in electric housewares as gifts cannot be content with those peaks. He subscribes to the sales promotion philosophy of one of his distributors, who has printed the following for his dealers: "OPPORTUNITY IN ELECTRIC HOUSEWARES DOESN'T STOP AFTER CHRISTMAS, because

All roasters aren't bought for holiday turkeys

All people aren't married in June

All electric mixers don't wear out at Christmas time

All irons aren't purchased as Christmas gifts

All coffeemakers aren't replaced for Christmas morning

All birthdays aren't in the same month."

Another use of advertising to maintain a constant flow of traffic for the sales of electric housewares as gifts is to promote "clearances", "end of the month sales" and to build a profitable audience for scheduled demonstrations and promotional events. Dealing as he is with mostly price-fixed merchandise in his electric housewares department, McDonough can include some of these appliances only when there is a justifiable reason to clear some out because they are shopworn or outdated models. As the rule, the clearances and end-of-month sales and "dollar days" apply to his other giftware departments where "blind mark-up" is the rule and clearances are an inventory necessity because of the constant change in the public's fancy. But the traffic produced during these sales is valuable in exposing both old and new customers to his displays of electric housewares.

Demonstrations a Must

Mention of demonstrations for the electric housewares department interrupts any interview with McDonough—he gets up and paces as he extols the absolute necessity of having as many product demonstrations as possible—he is emphatic that the dealer who minimizes or neglects having his own economist, his distributor's personnel, or the promotional staff of the manufacturer put on as many demonstrations as possible in the dealer's store can never come close to his potential volume for electric housewares. It is a rare month when the

(Continued on page 92)

the HOOVER. IRON

*Exclusive Hoover features
women want most give you
easy sales points on this
new Hoover product*

In the short time since its introduction, the Hoover Iron has won the widespread consumer preference shown to all household appliances bearing this famous name.

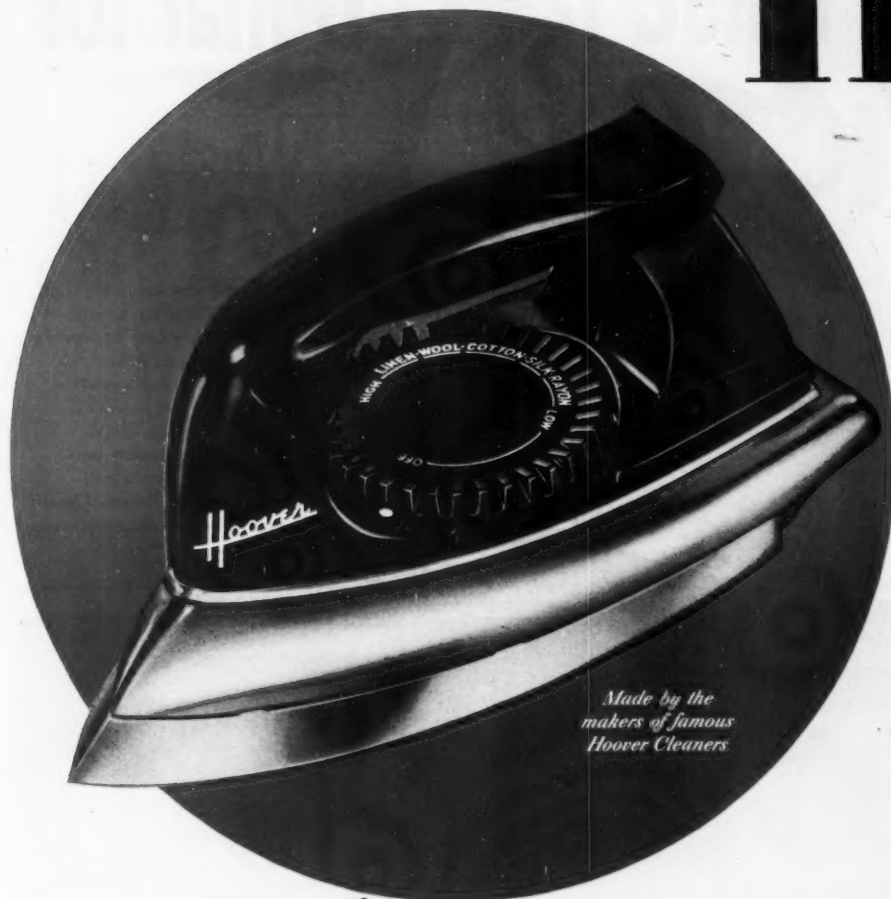
This is not surprising, for the Hoover Iron was built to satisfy a demand . . . a demand for easier handling, more accurate heat control, greater speed in ironing, more ease in ironing. All the features women ask for most often are in the Hoover Iron.

Nationwide service is available on all Hoover products at company-operated service stations throughout the U. S.

Sold only through distributors. Ask your distributor about this offer. For his name phone your local Hoover office or write

the Hoover Company

North Canton, Ohio



*Made by the
makers of famous
Hoover Cleaners*

***You'll be
Happier
with a
Hoover***



A. Floors glisten in minutes with THE NEW HOOVER ELECTRIC FLOOR POLISHER. Lightweight, easy to use . . . will not bounce or wander. Built low to get under furniture, built-in headlight, non-marring furniture guard, two-way brush-saving storage. Complete with wax-applying brushes, polishing brushes and buffing pads. Steel wool and lamb's wool pads available at slight additional charge.

B. Everybody's hand vacuum cleaner, THE NEW HOOVER DUSTETTE. Perfect for pickup cleaning, stairs, furniture, draperies, automobiles. . . all hard-to-clean places. Weighs just 5½ lbs., easy-grip handle, brush in nozzle picks up lint and litter.

All the features women want most are in the new Hoover Iron

- Large, easy-to-see, easy-to-set Pancake Dial, keyed for accurate heat control.
- Koolzone handle will not over-heat. Designed to fit the hand without gripping, relieves fatigue.
- Extra-long cord gives greater maneuverability, greater safety.
- Aluminum sole plate with fast, even heat distribution. Does ironing faster, better, with less work. Will not rust. Low-angle bevel for pleats, ruffles, buttons.
- Wide heel rest for firm support when iron is standing.
- Two weights—light, 3¼ pounds; medium, 4¼ pounds.





RCA VICTOR

19-inch

...Dollar for

What Quality!

Customers know they get more for their money when they buy big-screen RCA Victor. It has *Million Proof* quality—now proven in over 2 million homes! Big, clear, steady pictures. Quality performance means fewer call-backs, fewer complaints. Choice of finishes and mahogany costs no extra.



Table Television . . .

The YORK—

RCA Victor's biggest screen size, in an exciting table model for budget-conscious shoppers. Handsome modern cabinet is finished in walnut, mahogany, or lined oak (9T105). Matching base, optional—extra.

2-Door Console . . .

The HILLSDALE—

Certainly the best buy in 19-inch console television. Famous Million Proof performance. Beautiful two-door cabinet, phono-jack for plugging in "Victrola" 45 Attachment. Finished in walnut, mahogany, or lined oak. (9T126)



ONLY RCA VICTOR HAS
THE "GOLDEN THROAT"

RCA VICTOR—World Leader in Radio . . . First in

Dollar your Best Seller in Television

What Demonstration
— Selling!

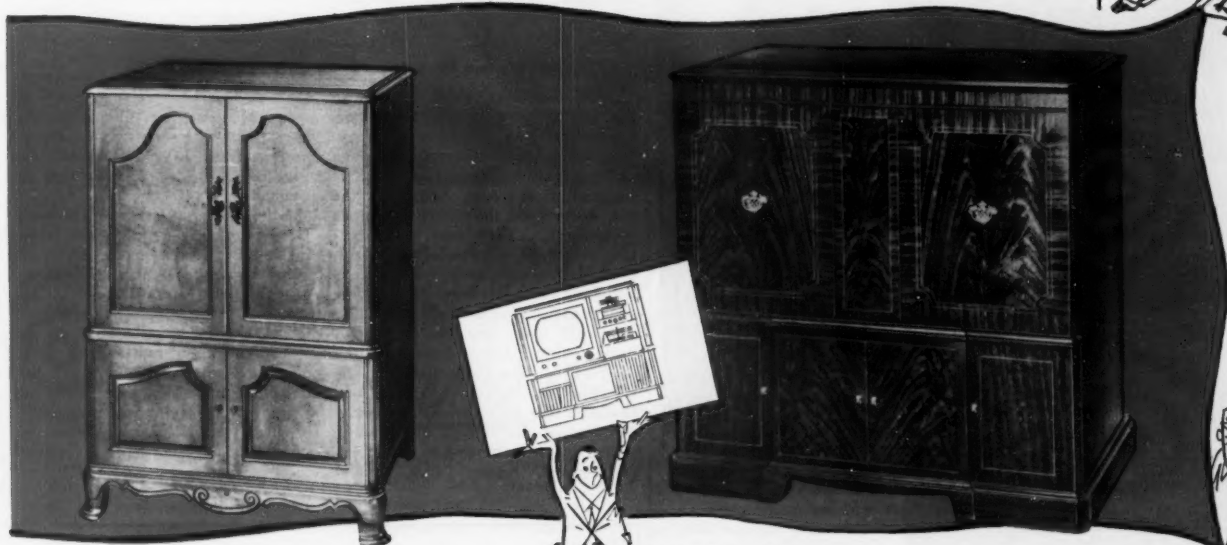
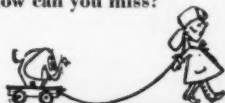


Flick the set on. Let customers *see* the clear, steady pictures on the big-as-life screen. New picture pick-up gives best possible reception. Pictures are *locked in place* by Eye Witness Picture Synchronizer. Let them *hear* the rich, balanced tone of the "Golden Throat" . . . and the magic power of the large, supersensitive Electro-Dynamic speaker. —How can you miss?

...and what a Line!



We mean a *complete* line! Even in the big 19-inch size there's an RCA Victor table model, two superbly styled consoles, and one of the handsomest 19-inch combinations shoppers ever set their eyes on. And don't forget *price*. Heading up the biggest, most realistic sell-up line in the industry, there's RCA Victor 19-inch television priced for every shopper's budget.



4-Door Console . . .

The NEW PROVINCIAL—

Striking Provincial-style cabinet houses striking 19-inch television. The Traditional fan's delight—superbly styled, beautifully finished in maple, mahogany or walnut. Includes phono-jack. (9T128)

19-inch Combination . . .

The SEDGWICK—

19-inch television with complete home entertainment: powerful AM-FM radio plus 2 automatic record changers, one for "45" records and one for 78-33½ rpm speeds. Extended Tone Range for even greater sound quality. Finished in walnut or mahogany. (9T147)



RCA VICTOR



DIVISION OF RADIO CORPORATION OF AMERICA

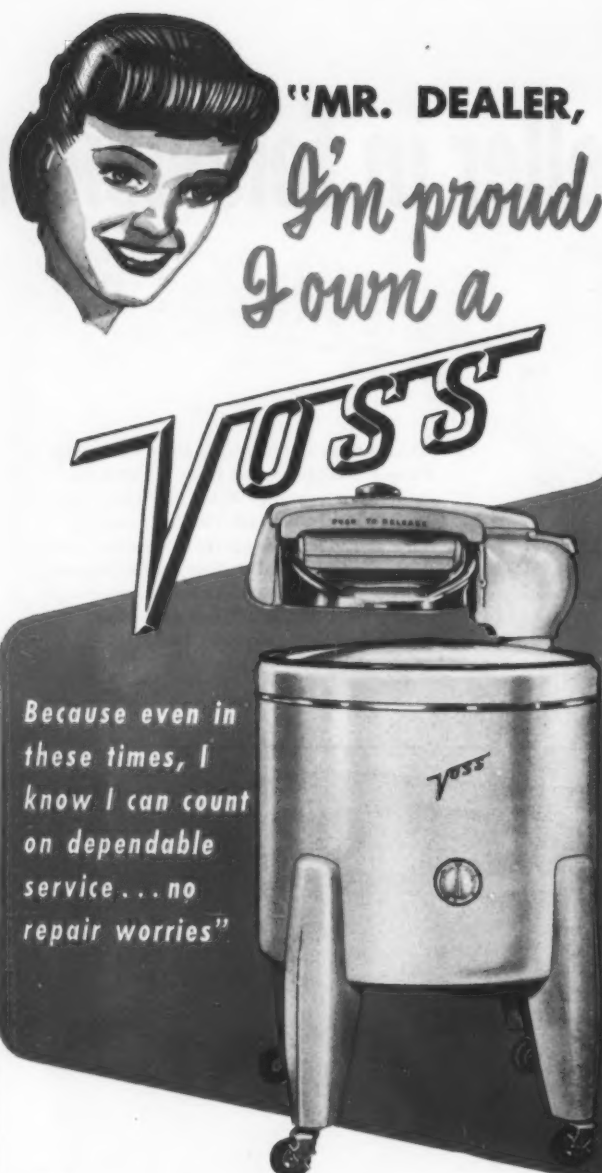
ONLY RCA VICTOR MAKES THE "VICTROLA"

"Victrola"—T.M. Reg. U.S. Pat. Off.

Recorded Music . . . First in Television

ELECTRICAL MERCHANDISING—MAY, 1951

PAGE 91



**"MR. DEALER,
I'm proud
I own a
VOSS"**

*Because even in
these times, I
know I can count
on dependable
service... no
repair worries"*

You, Mr. Dealer, can profit from VOSS dependability—a source of satisfaction to thousands of housewives who are VOSS owners and proud of it. In these uncertain times, a VOSS owner can be certain of trouble-free performance without maintenance... a blessing to her budget.

Important, too, is the fact that VOSS still gives all those exclusive VOSS features that assure better washing—cleaner clothes.

Yes, you can be proud to show and sell VOSS! Times have changed, but VOSS—with its 75 year reputation for dependability and service—will continue to fill orders as promptly as possible.

Write for details and name of nearest distributor.

**75 Years
Washer Experience
gives VOSS Owners**

- "TOP-SUDS" WASHING—CLEANER CLOTHES
- WORLD'S ONLY ELECTRO-SAFE WRINGER
- TIME TESTED MECHANISM—ONLY 4 MOVING PARTS

VOSS
TIME TESTED
SINCE 1876
WASHERS

VOSS BROS. MFG. CO.
DAVENPORT, IOWA

Gifts Are His Business

CONTINUED FROM PAGE 88

Good Housekeeping Shop doesn't have at least two demonstrations, preceded by local advertising.

"The public never gets tired of seeing these demonstrations. Such a promotional method has long been standard practice in pushing electric housewares for the customer's own use. I have found that it is just as important in selling electric housewares as gifts. I've found that a woman will give that which she knows best. Combine an electric houseware that has prestige value with a demonstration that shows its use value and you've made an indelible impression that will result in a sale for you when the time comes for her to need such a gift."

And don't forget, he says, the value of such demonstrations in introducing new prospects to the store. Two women head downtown to shop. One has planned, either because she is a regular customer, or because she responded to the previous day's advertising, to attend the demonstration of electric housewares. The other who either didn't know about it, or hadn't considered it, ends up at the demonstration to accommodate her friend. As a result, without her intention, the store is from then on identified in her mind as a source of small appliances both as gifts and for her own use.

Window Displays Show Gifts

Such dealers as McDonough, who pay the higher rent that gives them a location in the heart of the shopping center, must take full advantage of their windows to get a profitable share of street traffic. And to get the gift business for their lines of electric housewares, dealers must follow certain principles. The most important, says McDonough, from his own experience, is to arrange the window so that the appliances "look like gifts". That will mean that the number of items presented will be limited in each window, so that each item can be visualized individually. At the Good Housekeeping Shop a typical window will contain one each of the types of electric housewares most in demand as gifts—mixer, toaster, iron, waffle-

maker, coffeemaker. These form a basic group supported by a few of the slower moving electric housewares—blenders, egg-cookers, knife-sharpener, etc. This display of electric housewares as gifts will overlap slightly the displays of other types of giftwares, so that each profits from the attention value of the other. In the front corners McDonough will spot a small display of the store's heaviest traffic builders—greeting cards, books that have a momentary appeal as gifts, children's books and newly released children's record albums.

Windows must be changed frequently, and at the Good Housekeeping Shop it is done every week. McDonough has figured that in such a community as Van Nuys, people shop the stores an average of once a week—therefore they must never see the same window arrangement twice, it must always have a fresh appeal to get their interest. Another feature of window arrangement is to alternate between left and right window, but this depends on the individual dealer's storefront. McDonough's store has equal size windows on each side of the entrance, so he alternates weekly in order to face his displays of electric housewares as gifts toward sidewalk traffic from each direction. "People have walking patterns—some always start up one particular side of the street, return the other—others reverse that pattern. When they reach the Good Housekeeping Shop, one week they will face electric housewares, another week they will face our other gift lines. We get them coming and going."

Sales personnel at McDonough's Good Housekeeping Shop are trained in selling the gift appeal of electric housewares as well as in presenting a sound product story through demonstration. Every opportunity is taken to let visiting distributors' salesmen or manufacturers' representatives pass on to the sales people any new idea that has proved valuable in demonstrating or displaying any of the store's products. And McDonough would not think of taking into stock a new item

(Continued on page 96)





Women Use the Companion ...and you can too!

The COMPANION constantly stimulates the ladies' ideas on buying gifts — especially the kind they would like in their own homes. And there are lots of gift ideas in the timely article in the May COMPANION entitled "Have Fun at Your Own Parties."

It highlights all these time-saving electrical appliances: mixer with juicer attachment, automatic coffee percolator, grill that can be

used right at the table, beanpot, toaster, waffle-maker, deep-fat fryer, blender, table broiler.

So build counter and window displays around this informative feature, which is the subject of a tie-in promotion in 73 stores throughout the country. You'll find through actual sales figures that women see, read — and heed the COMPANION's service articles!

Woman's Home **COMPANION**

THE CROWELL-COLLIER PUBLISHING COMPANY • THE AMERICAN MAGAZINE • COLLIER'S • WOMAN'S HOME COMPANION
A MARKET OF 9,700,000 FAMILIES

Average Circulation:
More than 4,000,000

ALREADY PRE-SOLD FOR YOU!

Get a running start by featuring COMPANION-advertised goods. Pick out the Electrical Products below that you carry — then cash in on the COMPANION'S No. 1 editorial boost!

Admiral Dual-Temp Refrigerator
Arvin Electric Housewares
Cadillac Vacuum Cleaners
Casco 51 Steam and Dry Iron
Casco Heating Pad
Domestic Sewmachines
Farberware Automatic Percolator Robot
Frigidaire
General Electric Automatic Dishwasher
General Electric Steam & Dry Iron
General Electric Visualizer Iron
General Electric Washers & Ironers
General Mills Automatic Toaster
General Mills Steam Ironing Attachment
General Mills Tru-Heat Iron
Kalamazoo Home Appliances
Lewyt Vacuum Cleaner
Motorola TV
Necchi Sewing Machine
Pfaff Sewing Machine
Philco Home Freezer
Presto Vapor-Steam Iron
Servel Refrigerator
Sunbeam Ironmaster
Sunbeam Mixmaster
Universal Coffeematic
Universal Stroke-Sav-r Iron
Walker Heating Pads
Westinghouse Clothes Dryer
White Sewing Machines

General Electric presents new Automatic Blanket

THE SURE-SELLER YOU'VE BEEN

NEW!

G-E smart modern Bedside Control—

decorative by day, functional by night. The Jewel-Light serves a twin purpose—indicates when the blanket is turned on, illuminates the comfort-selector dial. At night, a glance will reaffirm that the blanket is set at the “just-right warmth” selected. This is a luxurious extra convenience for your customers.

NEW!

G-E “Touch-Appeal” luxury fabric—

blended of wool, cotton and lustrous rayon to give a texture of great beauty and fine wearing quality. Washable, of course.

NEW!

G-E high-style decorator colors—

four beautiful shades: designed to harmonize with every bedroom color scheme. Dark, rich binding complements blanket colors.

ASH ROSE



CAMELLIA RED



BLUE BONNET

GLADE GREEN



IMPORTANT NOTE:

The new G-E De Luxe Blankets come in high-style attractive gift packages... perfect for display.

its magnificent *DE LUXE!*

ASKING FOR!

AND MOST IMPORTANT OF ALL...

the superbly engineered G-E circuit. Here is the basic factor that makes every G-E Blanket unquestionably superior to all others!

The new G-E Automatic Blanket De Luxe dramatizes, as never before, the luxurious quality of this modern way to sleep comfort!

Backed by the magic of the great G-E name—your strongest selling point, your customers' strongest assurance of superior quality and performance—*here* is the blanket that can make sales history for you! It will be pre-sold continuously by a strong year-round advertising program.

You'll be amazed at the jump the G-E Blanket gives you over all competition. General Electric Company, Bridgeport 2, Connecticut.

SEE YOUR G-E DISTRIBUTOR TODAY!

**Be sure to get your quota
of this sure-seller.**

More than 1,000,000 users have placed their confidence in G-E Automatic Blankets

GENERAL  ELECTRIC



Blankets sell themselves from this sensational display, featuring the

CALENDAR HEADBOARD PAD

Seven different selling themes!
Tear pages off one at a time for seven different, timely displays.

SALES SOAR—when blankets come up from under the counter and tell the world their own sales message!

The *Calendar Headboard* is a brand-new idea in blanket display: brilliantly colorful posters arranged in calendar fashion, each one blazoning a strong sales message for its own season!

See how it sells the high gift-value of G-E Automatic Blankets! See how it sells blankets in every season!

This "stop 'em in their tracks" headpiece tops off a sparkling tubular chromium display, which gives your beautifully packaged blankets the play that sells them!

You'll never know how big your blanket business can be—'til you team up this unbeatable combination—the luxurious new G-E Automatic Blanket De Luxe, the popular chrome display and the hard-selling Calendar Headboard!

Ask your G-E Distributor how to get this display TODAY!

hey,
hey,
where's the
PARTY?



**HOME,
where else?**



In Household communities, home is where everything is

And that means **MORE ELECTRIC APPLIANCES**. Here's why:

Where Household goes—the small cities and towns under 25,000—folks spend far more time at home. Eating, working, entertaining... all the things that take appliances:

Kitchen Appliances. Three-meals-at-home is the rule with Household families, all 2 million of them. They're "home-cooking conscious," want the best—in ranges, refrigerators, mixers, freezers.

Cleaning Appliances. Families are bigger, so are homes (average close to 3 bedrooms each!). More cleaning, washing, sewing—more electric appliances!

Radios & Phonographs. Entertainment is home entertainment, for grown-ups and kids alike. Here again, they want the best, and they have the money to buy it—more than 3 out of 4 own their homes!

Household guides their buying with article after article on cooking, entertaining, work-saving ideas. The perfect selling combination: home editorial, for home families, in the home towns of America. Does it work? Last year Household families bought more than a million major appliances—not counting radios and phonographs!

HOUSEHOLD HITS HOME

HOUSEHOLD *magazine*

Topeka, Kansas



Gifts Are His Business

—CONTINUED FROM PAGE 92—

without having the sales personnel spend time while the distributors' salesman shows them demonstration techniques and gives them product knowledge. Carrying this further, McDonough encourages his staff to own and use one of every type of electrical housewares carried. To assist them, he makes one available to each member of the staff at his cost price.

A Matter of Approach

Selling the gift appeal is a matter of approach, says McDonough. It is vital to find out immediately for whom the gift is intended. That enables the salesman to start immediately steering the prospect to those gifts that will most likely fill her need. It narrows the number of electric housewares that the prospect must look at, thereby cutting down on the confusion and making it easier for her to make up her mind. It serves too as a means of creating more satisfied givers and more satisfied recipients. McDonough's sales personnel, when they know that a gift is for a bride or a young couple who may fit the expression that Jack Benny used about Fred Allen—"I don't know what to give him, he has nothing"—put emphasis on the basic electric housewares, mixers, irons, toasters. If it is for the well-established middle-age couple—then sales talk is turned to the supplementary appliances, egg cookers, knife sharpeners, deep fat fryers, etc. A gift for "my elderly mother" brings out the electric blankets, foot warmers and heating pads. "For my father", whether he is young, old or ancient, at the moment brings a quick sale of a blender with its daiquiri appeal. Of course, the technique is not basically that simple, because the sales person finds out if possible what the recipient already has, and determines closely how much the giver can afford. Then in the sales talk itself, the sales person emphasizes the prestige appeal of the product that will make it well received as a gift, the product story to show the buyer that she is giving something that will stand up for years, and a demonstration that will show the buyer that she is going to be remembered often as the recipient gets pleasurable use from the gift.

And then, McDonough makes it easy for the prospect to buy, even an item costing \$40 to \$50, by not limiting her to the cash she has in her purse. Few gifts are planned too well in advance, many are left to the last minute when the woman says, "I've just got to go down and get a present for Sadie, her wedding is Saturday. Oh, well, I can charge it at the Good Housekeeping Shop." And she can—up to 90 days. McDonough does not have installment credit contracts available, because "people don't buy gifts that it will take 12 or 15 months to pay for. That is jewelry store business and we don't compete with them in the gift business." He belongs to the retail credit bureau, which is sufficient check for items under \$50. *End*



Presto
COOKERS

First choice with
HOUSEWARES
gift givers for years!

(70% of all pressure cookers sold
are PRESTO COOKERS!)

AND NOW...



Presto
AUTOMATIC
Dixie-Fryer



Presto
AUTOMATIC
Vapor-Steam Iron

First choice with
ELECTRICAL HOUSEWARES
gift givers!



Cash in on the Billion Dollar Gift Market
with these fast-selling PRESTO ELECTRICAL
HOUSEWARES PRODUCTS!
Plan window and counter "gift theme"
displays now!

... and gift SELLERS, too, know that for extra sales and profits,
it's "PRESTO"!

Backed by unmatched consumer acceptance ... more than 15 million
homemakers already own PRESTO Products ... the PRESTO VAPOR-
STEAM IRON and the PRESTO DIXIE-FRYER are following the PRESTO
sales and profit tradition ... 7 out of 10 pressure cookers sold are
PRESTO COOKERS!

On the market just a short time, these new PRESTO Products are
already being acclaimed the "hottest" sales and profit items in the
ELECTRICAL housewares field! Order now for earliest possible delivery!

HARD-HITTING, COLORFUL "AD" MESSAGES ... in all leading national
magazines are pre-selling PRESTO Products to your customers everywhere!
Tie-in now! Display PRESTO Products throughout your store and windows and
in your local advertising!

FREE! Point of purchase displays, newspaper mats, etc., sent on request.

NATIONAL PRESSURE COOKER COMPANY

General Offices
and Factory: EAU CLAIRE, WISCONSIN

MAKERS OF WORLD FAMOUS PRESTO COOKERS
AND PRESTO VAPOR-STEAM IRONS

Branch
Factories: Los Angeles, Calif. - Wallaceburg, Ont., Canada

He Sells Fans in Any Weather

—CONTINUED FROM PAGE 54—

have not been able to hold a stock of attic fans over the winter. In 1948 and 1949, manufacturers and distributors were able to ship from stock. Last fall manufacturers were not able to carry complete stocks because of increased activity from their distributors during the winter months.

A typical retail fan operation is that run by Ted Osberg. In 1950 Mr. Osberg sold 20 attic fans for \$5,600. Ten is considered a good volume in this area. He moved 30 window fans for \$1,350 and 75 oscillating or desk fans for \$1,875. His store sold 75 kitchen fans for \$3,750, making a total sale on all fans of \$12,575.

His Riverside Electric Co. operates in a western suburb of Chicago, where Osberg has the additional advantage of single family homes. He has been a leader in the attic fan business, which is still in the missionary position in Chicago.

Attic Fan is a Natural

One reason for the Osberg success is the electrical contracting end of his business. The attic fan is a perfect tie-in. A local architect, Arnold P. Skow, and a builder, Harold Gatz, recommend that attic fans be incorporated in houses. When Osberg gets the wiring contract for the home he is also on hand to sell the family an attic fan, as it is easy when the home is under construction. On March 4, 1951, he was far ahead of the season already with sales of four attic fans.

Installation costs vary with him as they do in many parts of the country, although he subcontracts only the carpenter work. His most unusual charge was for an attic fan in an old home. The job included a 48-in. fan and wiring it up three floors. Cost of wiring for the fan was \$88.50; carpenter work, \$150; automatic timer, \$30. However, the average cost runs like this:

	Old Homes	New Homes
Wiring	\$35	\$20
Carpentry	\$75 to \$150	nil
Automatic timer (including wiring)	\$20	\$20

In a new home the cost is lower because it can be planned with the construction work.

Window fans involve no installation expense and most home owners can install them in a few minutes without professional assistance.

During the warm months Riverside Electric runs an advertisement on fans each week for eight or ten weeks in the local suburban newspaper. That about describes the promotion on this item.

Many prospects for other appliances are drawn through the contracting work done by the firm. About 200 homes a year are wired by Riverside Electric.

Ted Osberg, along with everyone else, has heard the legend that warm summers follow a decline in sunspots. He has his fingers crossed on this one, but, warm or cold, he expects to get his share of the fan business for 1951.

End



"... something old"—This turnover toaster of 1921 more than pleased the brides of that day. And many a groom got a good morning's start with fresh toast from this well made, efficient appliance.

"... something new"—And what a beauty! This modern, automatic pop-up toaster of 1951 has style appeal all its own. How easily and uniformly it delivers tasty toast today!



Dominion Appliances

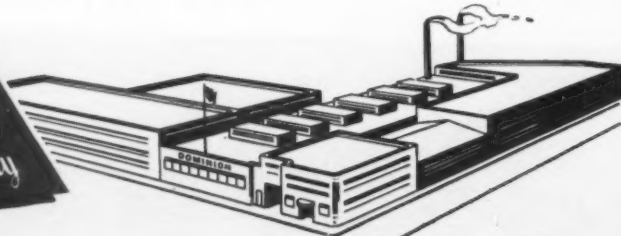
HAVE THRILLED BRIDES FOR THIRTY YEARS

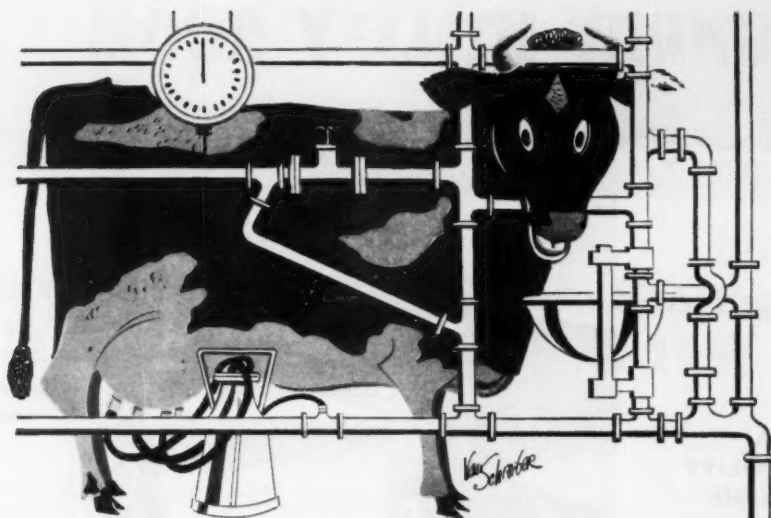
Yes, for thirty years bridal eyes have lighted up at the sight of Dominion Appliances—shining examples of home convenience. Many homes—through many years—have enjoyed the faithful, efficient performance of these household helpers.

More distributors and more dealers than ever before have had a share in selling these 25,000,000 appliances for this ever-growing, never-ending market. And, after three decades, the Dominion story is stronger than ever and surprisingly simple—Dominion appliances rate with the best yet sell for less.

Available through reputable distributors across the nation

DOMINION ELECTRIC CORPORATION — MANSFIELD, OHIO





Pipe dream!

Gerald Prince, Guthrie Center, Ia., turned a pipe dream into a network! Now on his farm food factory, Bossy placidly munches, hooked up to a milking parlor machine . . . a Rube Goldberg of stainless steel pipes carries her milk from udder to scale, from scale to milk cans, from cans to separators . . . with the cream piped to the cooler, and skim milk to the hog house 160 feet away. With 34 cows to milk, piping ups quality, and saves 375 miles of walking a year!

Farming is a business manufacturing milk and cream, bacon and beefsteak, soybeans and sorghum from sunlight, rain water, soil nutrients and time . . . aided by ingenuity and imagination.

Today's best farm food factories utilize the newest techniques, save steps and seconds, get more production with modern machinery, lighten labor with water systems, and powered tools . . . concentrate on producing more food product, of better quality, at lower cost.

Farming is a family business . . . and the major concern of the manufacturer's wife is lifting living standards . . . making more attractive homes with better furniture



and furnishings, rugs, and draperies . . . cutting daily chores with appliances . . . adding outdoor barbecues and indoor rumpus rooms . . . getting greater leisure, more satisfaction and well-being for the entire family.

Best business opportunity is SUCCESSFUL FARMING's audience exceeding 1,200,000 families, with more than a million concentrated in the fifteen agricultural Heart states with the best soil, top investment in herd, crops, and physical plant, greatest mechanization, latest techniques, and the best incomes . . . easily 50% higher than the US farm average.

Advertising in the general media misses much of the nation's best farm audience, needs SUCCESSFUL FARMING for its potent penetration, responsive readership, and widespread influence based on four decades of service. Constantly improving their homes and business . . . with a big backlog of savings from ten years of high production . . . and a current outlook for record demand, the SF audience is the best appliance market. Ask any SF office for facts . . . SUCCESSFUL FARMING, Des Moines, New York, Chicago, Cleveland, Detroit, Atlanta, San Francisco, Los Angeles.



From Coal Bin to Modern LAUNDRY-UTILITY ROOM

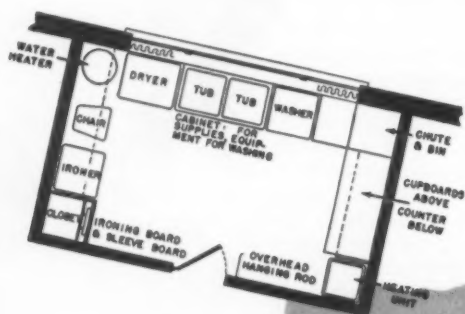
FROM A LAUNDRY-UTILITY ROOM DESIGN

By Royal Barry Wills

Royal Barry Wills, author of "Houses for Good Living," is a nationally known Boston architect. He was one of eight architects selected a few years ago by Life Magazine to design typical houses for that publication. Mr. Wills has received numerous architectural awards and has contributed to many national and architectural magazines.



In not much more space than that required by an old-fashioned coal bin, Royal Barry Wills designed a modern laundry-utility room around the three units of the Blackstone Automatic Laundry. Here, in a bright, cheerful atmosphere is located all of the equipment required in today's home... space heating, hot water heater, tubs, storage cabinets, clothes bin and the Blackstone Automatic Washer, Dryer and Ironer. Requiring only 72" of wall space, they can be installed in any sequence or arrangement against one or more walls, anywhere in the house. Only with Blackstone equipment could this practical design be accomplished. Blackstone Corporation, Jamestown, N. Y.



BLACKSTONE

World's Oldest Manufacturer of
HOME LAUNDRY APPLIANCES

ELECTRICAL MERCHANDISING *News*

AUSTERITY—of a sort—will be with us before 1951 ends. It won't come anywhere near the British brand, which means shortages of food, clothing and virtually all types of consumer goods. Even by U. S. standards it doesn't look very grave—nothing like the shortage days of World War II, for example.

But, by definition, it will be austerity, all the same. There'll be less of some consumer goods and services available than last year—but not much less. That's the picture you get from Mobilization Director Charles E. Wilson's recent report on the state of the defense effort.

How Many Appliances? Production of appliances, radios and television will be under 1950 levels which, it should be remembered, reached all-time highs. But 1951 production won't be down too much. Refrigerators, for example, will be slightly under last year but should still reach almost six million units. Washers will be off more, from 4.3 million to about three million. Television sets will be made at just a little under the 1950 rate of seven million units. Radio production should be about the same as 1950, about 14 million units.

The outlook isn't as rosy for 1952. Military contracts, just now beginning to go out in substantial volume, will be translated into

Brighter Picture: No Severe Shortage Of Consumer Goods Seen for 1951

Wilson report on defense effort points to volume of goods only slightly under 1950 level; but '52 outlook is gloomier

materials consumption next year. And military spending for goods and services will double (to a rate of \$4 billion a month) before the year closes. Expansion of industrial plants for defense will be another big drain on metals supply next year.

But the pinch probably will be little tighter and of no longer duration than this year's. You can see this in two Wilson predictions: that few goods will disappear completely from the market during the mobilization period; and that we can probably start relaxing materials controls in 1952.

The Background. Principal impact of mobilization has been, and will continue, on production of consumer hard goods. That's because the armed forces chew up more

metals than any other raw materials. So the controllers have concentrated on scaling down civilian demands that compete with the military for metals.

There are variations from this general trend in channeling materials out of civilian goods and into the defense program. Due both to military demand and supply bottlenecks there are temporary shortages of some textiles, rubber and a number of chemicals. But none of these has made much difference

yet to the civilian consumer. And the most vital area of consumer goods, the food supply, looks better than ever.

This doesn't mean you'll be able to buy as much as you want—or can afford—whenever you choose. Consumer income is expanding rapidly and will be considerably greater dollarwise than the supply of goods and services by year's end. But that only means you'll have to beat your neighbor to the store if you want to get a new car, TV set or perhaps even a wool suit before he does.

Nor does it mean that there won't be enough goods and services for everyone in the long run. That's why no one in Washington believes there'll be any need for consumer rationing this year or at all, if we avoid a major war.

OPS Places Margin Type Controls On Radio, TV, Electric Housewares

Similar controls loom for majors; amend cost-absorption provisions

"Frozen markup" type price ceilings entered the appliance-radio dealer's life last month.

In an April 5 amendment to Ceiling Price Regulation 7, the Office of Price Stabilization added radios, television sets, phonographs, records and electric housewares to the list of products whose prices are controlled by CPR 7. Ceiling prices under this regulation are determined by a percentage markup on cost.

As April wore on it became increasingly evident that major appliances would soon be placed under CPR 7, too.

New Ceilings. Before the April 5 amendment, radios, TV sets and electric housewares were governed by the earlier General Ceiling Price Regulation which froze prices at Dec. 19-Jan. 25 levels. Now, prices must be based on a chart on which each retailer will show the cost, the selling price and the markup in effect in his store for each of the items on March 31, 1951—the "list

date" for the commodities. After the retailer has filed his chart he must figure his ceiling prices by using the chart markups for every article, whether he received it before or after March 31.

Retailers were required to file this "list date" pricing chart by April 30. None of the controlled items may be sold after May 30 unless the seller has received acknowledgment of the filing of the chart.

Amended Rules. The original cost absorption features of CPR 7 have been modified by the Office of Price Stabilization. Under the amendment certain manufacturers will be allowed "permitted increases" in their ceiling prices. The retailer must use the suppliers basic price (which does not include the "permitted increase") in finding his net cost for determining ceiling price. The retailer then adds the dollars and cents value of the "permitted increase" to the previously determined ceiling price.

(Continued on next page)

Launch Alnico V Scrap Drive



LOOKING OVER a box full of discarded loudspeakers from which Alnico V magnetics will be salvaged are Bill Schoning of Lukko Sales, Chicago, ad man Burton Browne and Thomas A. White, president of Jensen Mfg. Co. The salvaged magnetics will be remelted to make new Alnico V speakers. Jensen is providing promotional material for the drive and will pay the freight on discards returned to them.

These millions include your best refrigerator prospects

Inland's Powerful "Lift! Tilt!" Advertising

will make ice tray and refrigerator sales for you!

We know, as a result of scientific research, that the advertisement reproduced here will have a powerful and immediate sales urge for the many millions of readers who will see it in the Saturday Evening Post. And we believe that those many millions almost surely include your best refrigerator prospects.

Such advertisements will appear in this leading magazine throughout the best refrigerator sales months. So plan now to get the most benefit like this! Make demonstrations, actual demonstrations, of the "Lift! Tilt!" idea in your store, with ice-filled Inland Trays. Watch the prospect's interest grow. See how "Lift! Tilt!" helps you to close refrigerator sales!

You'll sell Inland "Magic Touch" Ice Trays as replacements too . . . wonderful new Inland Trays, now available in attractive colors, to replace the outmoded, inconvenient and battered trays in so many refrigerators today. Count on this dividend too, from Inland's powerful national advertising campaign.

New refrigerators fully equipped with Inland "Magic Touch" Ice Trays give your customers complete ice convenience.



"Magic Touch"

ICE CUBE TRAYS

INLAND MANUFACTURING DIVISION, General Motors Corporation, Dayton, Ohio



PRICE CONTROL

CONTINUED FROM PAGE 101

What's Allowed. Among the items included under the amended CPR 7 and the percentage markups on cost allowed by the regulation are:

Category 871 (table radios)—54 percent; 872 (portable radios)—56 percent; 873 (table radio-phonograph combinations)—56 percent; 875 (console and console type radios)—51 percent; 876 (console radio-phonograph combinations, net cost less than \$225)—58 percent; 877 (console radio-phonographs with a net cost of \$225 or more)—75 percent; 880 (table television sets)—39 percent; 881 (TV consoles up to and including 16-inch picture tubes)—39 percent; 882 (TV consoles, 17-inch or larger)—39 percent; 883 (television combinations)—42 percent; 890 (record players, net cost of less than \$17)—25 percent; 891 (record player attachments, net cost \$17 and over)—49 percent; 892 (portable phonos and separate phonos)—51 percent; 893 (magnetic recorders, tape or wire, not including office equipment for recording correspondence)—81 percent; 894 (records)—66 percent; 906 (electric housewares)—50 percent; 908 (general housewares, includes door chimes)—61 percent.

Appliance Sales In 1950 Top Furniture Volume

Every segment of the home furnishings industry broke existing sales records in 1950 and household appliance sales totaled \$3.6 billion dollars at retail, according to Lawrence H. Whiting of the American Furniture Mart. The appliance total was \$100 million more than that for furniture and \$600 million ahead of that for radios, television and pianos. In 1949 furniture sales ran considerably ahead of appliance volume.

The home furnishings industry as a whole did \$16.5 billion in 1950, compared with \$12.7 billion in 1949 and \$13.5 billion in 1948. According to Whiting, home furnishings are the third largest industrial group in the country, running behind only the food and apparel trades.

The July "Survey of Current Business", issued by the Department of Commerce, will show a breakdown very near the following figures: (The 1948 and 1949 figures represent previous official reports.)

RETAIL SALES (in millions)

	1948	1949	1950
Household appliances	\$2,927	\$2,400	\$3,600
Furniture	2,920	2,803	3,500
Radio, TV, piano etc.	1,760	1,989	3,000
Semi-durable house furnishings	1,930	1,870	2,019
China, glassware, utensils, etc.	1,420	1,504	1,699
Durable house furnishings (not elsewhere classified)	1,404	1,323	1,442
Floor coverings	1,131	963	1,251
Total	\$13,492	\$12,852	\$16,511



preferred for

Beauty

preferred for

Efficiency

preferred for

Value

Hollywood

America's Number One

Gift in Electrical Housewares



Hollywood AUTOMATIC DEEPLY*

FIVE YEAR element GUARANTEE exclusive with HOLLIWOOD. Here's an exciting, outstanding item that makes an instant hit—fills a universal need. Deep fries foods to a crispy delicious golden brown with automatic heat control. Because the cooking compound never overheats, it may be used again and again without transferring food flavors. Smoke-free and fool-proof. Equipped with General Electric Calrod® Heating unit.

Fair Trade Retail Price \$26.95



INFRA-RED RAY EVEN-HEAT ELEMENT *Hollywood* ELECTRIC BROILER

The most famous, most wanted product of its kind! Stunningly designed, the HOLLIWOOD Electric Broiler sells on sight. Scientific design insures proper air circulation for perfect broiling every time. Easy to clean, easy to use. Has two-heat control and a heat indicator. Truly the Grand Champion of electrical gift housewares.

Fair trade Retail Price \$24.95



INFRA-RED RAY EVEN-HEAT ELEMENT *Hollywood* BROILER OVEN

Complete with solid cast aluminum platter, exclusive with HOLLIWOOD. This extra-large, oven type broiler imparts charcoal-like flavor to meats and party snacks. Makes an ideal gift for brides, anniversaries, house gifts—any occasion. Two-heat control regulates heat at all times... easy to clean pull-out platter fits in three positions. Can be used as top-of-stove grill, too. And best of all, the HOLLIWOOD Broiler Oven features the famous Infra-Red broiling element... the finest of its kind.

Fair trade Retail Price \$32.50

Powerful National Advertising . . .

helps you sell these famous Hollywood housewares. Build your own gift promotions featuring these items and tie-in with HOLLIWOOD'S advertising with FREE store mats. Keep pushing HOLLIWOOD for bigger profits. Ask your distributor for HOLLIWOOD.

MANUFACTURED BY

FINDERS MANUFACTURING COMPANY • CHICAGO

*Reg. Trade Mark



What Will They Ask Next?

When a customer starts asking questions about the material used in a product, it helps sales if you can answer them. Take stainless steel, for example. Can you answer these questions that customers often ask?

Q Why is stainless steel used?

A Manufacturers make many products out of stainless steel because it is one of the most durable of all metals. It is also attractive and easy to keep sparkling clean. Besides, stainless steel can take normal household abuse without harm to its hard, smooth surface.

Q Is all stainless steel alike?

A No. There are many different kinds—all developed for specific uses. Some have extra corrosion resistance. Others are noted for their high strength, or their resistance to high temperatures. Armco Steel Corporation produces more than 30 grades of stainless steels.

Q Do stainless products cost more?

A Not always. But they're always a better buy in the long run, even when first cost is higher. Armco Stainless is a lifetime investment. It is solid rustless metal all the way through with no plating to wear off.

Q Is Armco Stainless easy to keep clean?

A Yes, its smooth surface cleans as easily as glass. Under normal conditions, soap and water do the trick. Cleansing and sterilizing agents properly used don't affect this attractive, gleaming metal.

Q Can Stainless take hard usage?

A You can be sure that stainless is *exceptionally* durable. It does not discolor in normal household use. And it is not affected by heat, fruit acids, or any household cleansers.

In brief, that's the story of Armco Stainless Steel for household appliances of all kinds. Pick out the sales points and use them whenever the product you are selling is made of stainless steel.

ARMCO STEEL CORPORATION

3271 Curtis Street, Middletown, Ohio • Plants and Sales Offices from Coast to Coast • Export: The Armco International Corporation



No Metals to Be Set Aside For Appliances Under CMP

Plan will go into effect July 1; aim at holding consumer durables production to 70% of 1951 level

AFTER July 1 the nation's industry will be operating under a 1951 version of a Controlled Materials Plan (CMP)—but drafting it wasn't easy.

The decision to use CMP was made weeks ago. But working out all the details took time and it wasn't until April 11 that the plan was finally announced.

The most important of those details as far as appliance dealers are concerned was the failure of the mobilizers to place consumer durables on the so-called "B" list of products—which includes non-military production receiving CMP allocations. The mobilizers still hope to keep production of consumer durables at about 70 percent of 1950 levels. But to do it, manufacturers will have to rely on "free" metal not allocated to other industries by CMP.

Problems. The mobilizers' biggest difficulty in drawing up the plan stemmed from their choice of an "open-end" CMP as most practicable in meeting present and foreseeable needs for materials control. But an "open end" plan meant complete regulation of only a portion of the supply of steel, copper and aluminum. How to prevent a chaotic scramble for the remaining "free" metal was the puzzler which stalled announcement of CMP for weeks.

Here's how CMP will work. Initially, manufacturers of most goods except consumer durables will be asked in advance for estimates of their quarterly requirements for steel, copper and aluminum. These will be measured against comparable quarterly supplies of the three metals which the mobilizers already

have on hand. After the exact excess of demand over supply is calculated, the controllers will balance the two totals by ordering cutbacks in production of some major metal-consuming industries.

All demands for military production, of course, must be met. Metal will also be made available for such vital purposes as transportation, fuel production, public health and safety and others. It's beyond these demands (which won't take nearly all available metal) that production limitations will be imposed.

How To Do It. The controllers will use a variation of the National Production Authority's present conservation orders, which limit use of scarce metals in certain non-defense production.

For non-military production, the "B" list of products will indicate where an industry stands—whether it will qualify for allocations or have to find its own "free" metal. For producers of consumer durables the decision is already in: their products won't be included on the "B" list and will not be given allocations of metal under CMP. Despite this the mobilizers still are aiming at keeping 1951 production of these goods at 70 percent of last year's levels.

For the appliance-radio-TV trade there is one more important development: the mobilizers will make no decision on the essentiality of one consumer durable against another. It appears possible, therefore, that present bans on the use of copper and aluminum in many goods (coffee makers, for example) may be raised. Restrictions on decorative uses would remain.

Coverage by Television



THIS 19-INCH DU MONT television set was installed in the press room of the Federal Building in New York during the public hearings held in March by the Kefauver committee.

the rush is on to buy—

the best-known range—

Magic Chef



More than ever, America's homemaker is anxious to exchange her range dollars for *Magic Chef*! And she's in no mood to accept any *other* range, especially in view of today's higher down payments and the probability that she'll have to live with her next range a l-o-n-g time. That's why, in many localities, up to three out of four customers ask for *Magic Chef* by NAME. Even when the customer expresses no preference, retailers acknowledge the acceptance of *Magic Chef* by recommending it themselves! You'll find it's a good habit to get into . . . it speeds your closings, means greater mark-up, a happier customer, more repeat business.

L P RETAILERS:

Sales of L P gas last year were 25% above 1949 . . . but *Magic Chef* L P ranges were up 41%. Push the Range that SELLS!

more women cook on *Magic Chef*
than on any other range

a few of the many
merchandising aids
that help you
"get 'em in—
sell 'em easier"!



WINDOW STREAMER



BILLBOARD POSTER



DIRECT MAIL PIECE



SATIN BANNER



CAP 'N APRON DISPLAY

the most wanted range
with the most wanted
FEATURES!



EXCLUSIVE

SWING OUT BROILER

Guarantees smokeless broiling. Waist-level broiler lifts out for easy cleaning, door protects from spatters.



EXCLUSIVE

RED WHEEL REGULATOR

Famous the world over for exact oven heat control. Assures perfect oven baking for amateurs or experts.



EXCLUSIVE

ONE-PIECE TOP BURNER

An easy cleaning feature every woman wants. Burners slip out of range in a jiffy for quick washing at the sink!

AMERICAN STOVE COMPANY • 1641 S. KINGSHIGHWAY • ST. LOUIS 18, MO.

Sell Style...

AND SELL COMPLETE KITCHENS



**TEXTOLITE
PLASTICS TOPS
AWARDED 1951
FASHION ACADEMY
GOLD MEDAL FOR
DISTINCTIVE STYLING**

It's easier to sell a *complete* kitchen when the sink, counter and cabinet tops in your showroom are General Electric Textolite surfacing material—awarded this year's Fashion Academy Gold Medal for distinctive styling.

Fashion-conscious women admire these colorful tops which stand out so brightly among your gleaming white appliances. They are stimulated to think in terms of their *entire* kitchens—which gives you the opportunity to sell one!

So, start at the "top" to make your sale—with these G-E tops which are "tops" for style. And remember, these tops carry the well-known General Electric monogram—the symbol of reliable merchandise.

★ Reg. U. S. Pat. Off.

Capitalize upon the selling-power of G-E Textolite plastics tops to boost appliance sales.

**MAIL THE COUPON FOR
FULL DETAILS.**

FREE!

You can put your confidence in

GENERAL  ELECTRIC

Section X-3, Chemical Department
General Electric Company
Pittsfield, Massachusetts

() Please send me free pattern sheet showing the 1951 G-E Textolite top designs.

() I am interested in handling G-E Textolite tops. Please have a representative call.

Name _____
Business _____
Address _____
City _____ Zone _____ State _____



Scheduled Meetings

NORTHWEST ELECTRIC LIGHT & POWER ASSN.

Business Development Section Convention
Multnomah Hotel, Portland, Ore.
May 7-9

NAT'L APPLIANCE SERVICE ASSN.

Annual meeting and election
Philadelphia, Pa.
May 15-19

NAT'L ASSN. OF ELECTRICAL DISTRIBUTORS

Convention, Atlantic City
May 20-26

PACIFIC COAST ELECTRICAL ASSN.

Convention
Biltmore Hotel, Los Angeles
May 21-23

PARTS DISTRIBUTORS SHOW

Hotel Stevens, Chicago
May 21-23

EDISON ELECTRIC INSTITUTE

19th annual convention
Denver, Colo.
June 4-7

AMERICAN HOME LAUNDRY MFRS. ASSN.

Summer Meeting
Chicago
June 16

CANADIAN ELECTRICAL ASSN.

Annual Convention
St. Andrews, N. B.
June 18-20

SUMMER FURNITURE MARKETS

Furniture and Merchandise Marts
Chicago
June 18-28

NAT'L APPLIANCE & RADIO DEALERS ASSN.

Summer Meeting, Chicago
June 24-25

STOKER MFRS. ASSN.

Annual Meeting
Lake Wawasee, Ind.
June 25-26

ASSOCIATED POT & KETTLE CLUBS

Convention
Gearhart, Oregon
June 25-27

Price Called Brand Name Retailer of the Year

Four well-known dealers were honored last month as outstanding "electrical appliance store brand name retailers." Price's of Norfolk, Va., was selected as the brand name retailer of the year in the appliance category and certificates of distinction were given to Davidson & Co., Miami, Fla., The Radio Center, New Orleans, and Mori Farr, Upper Darby, Pa.

The awards were made by the Brand Names Foundation at a mid-April dinner in New York. They were the highlight of the sixth annual conference of leaders in the production, distribution and advertising of trade-marked products.

A GREAT TEAM FOR YOUR WASHERS!

**2 GREAT WASHING
COMPOUNDS NOW
AT ONE SOURCE
OF SUPPLY!**



**For clothes
washers!**



**For electric
dishwashers!**

Fun SOAPthetic NEW "3-IN-1" LAUNDRY DETERGENT

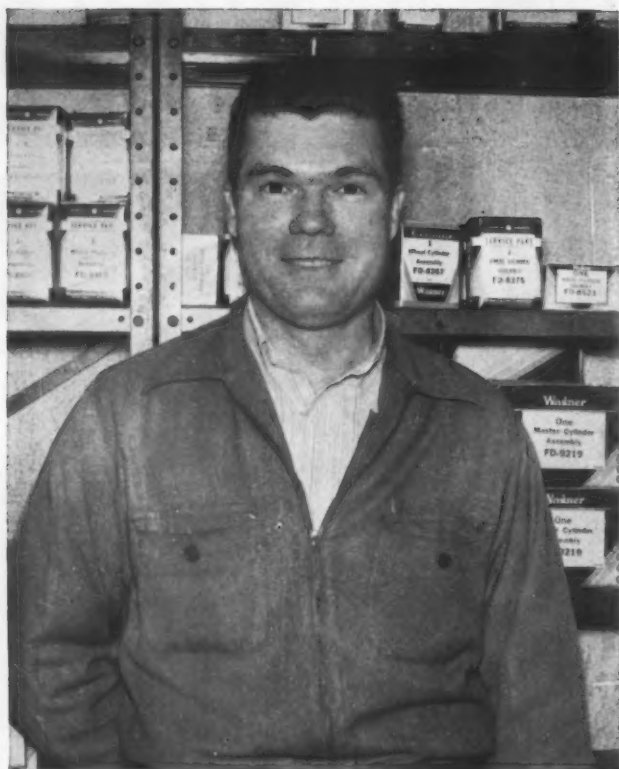
Sells quickly, steadily . . . reduces service calls. Proper balanced combination of soap (1)—synthetic detergent (2)—and water softener (3). Produces cleaner, whiter washes. Rinses freely. No soap scum. Keeps machine clean, too. Prevents lime scale. Recommended for use in leading washers. FREE SAMPLES available for demonstration purposes.

ELECTRA-SOL DISHWASHER DETERGENT

Fastest-growing dishwashing compound in America! Steady business from every dishwasher customer you have. Leaves tableware absolutely film-free, sanitized. Eliminates scum and scale in machine . . . cuts down service calls. It's non-caking. Comes in handy, exclusive metal pour spout package. Approved by leading dishwasher makers.

MADE BY THE MAKERS OF SOILAX!

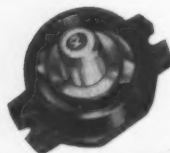
ORDER FROM YOUR DISTRIBUTOR
OR WRITE
ECONOMICS LABORATORY, INC., St. Paul, Minn.



"KLIXON Protectors Guard Against Major Repairs" States Electrical Contractor

RICHMOND, VA.: James C. Hill, Service Manager, Richmond Battery and Ignition Corporation, is definitely a man whose words on KLIXON Protectors can be profitably listened to by all!

"We repair more than 5000 motors a year for approximately 100 appliance dealers in Richmond and vicinity, and we are the authorized motor service shop here for three nationally-known makes of electric motors. We find that motors which are equipped with KLIXON Protectors seldom require major repair service, whereas the unprotected motors which come into our shop are often burned out."



Manual Reset



Automatic Reset

KLIXON Protectors Build Customer Goodwill by Preventing Major Repair Costs

The KLIXON Protectors illustrated are built into the motor by the motor manufacturer. In such equipment as refrigerators, oil burners, washing machines, etc., they keep motors working by preventing burnouts. If you would like increased customer-preference, reduced service calls and minimized repairs and replacements, it will pay you well to ask for equipment with KLIXON Protectors.

KLIXON
MADE IN U.S.A. U.S. PAT. 2,612,400

SPENCER THERMOSTAT
Division of Metals & Controls Corp.
2515 FOREST ST., ATTLEBORO, MASS.

Slump Prompts Question: Should TV Prices Be Cut?

Admiral sets example by lowering prices on three models; but many set makers have other solutions

SALESWISE, the television industry last month was ailing. And the doctors couldn't reach an agreement on the best medicine.

The cause of the sickness was fairly well agreed upon. Manufacturers were turning out sets at near record pace against the time when material shortages and restrictions would force them to curtail their output. But the sets were backing up at the dealer and distributor level; credit restrictions, the cost of living, and uncertainty over color and ultra high frequency were combining to keep many prospects out of the market. And in some areas, saturation had reached the point where easy sales were a thing of the past.

Obviously there was no easy solution to the problem and attempts by different manufacturers to solve it varied widely. For a time it seemed that lower prices would be the principal prescription, especially when one of the industry's Big Three, Admiral Corp., dropped the price of a 16-inch table set under \$200. But other manufacturers had different ideas, particularly RCA Victor whose vice-president, H. G. Baker, called for "aggressive advertising and promotional ingenuity" to meet a "challenging situation."

Lower Prices. Crosley was actually the first major producer to lower its prices but the company admitted that it was more of a readjustment to bring its prices in line with competition than to overcome a sales slump. In mid-March Admiral took the first decisive step towards bolstering sales by lowering prices when it cut two 16-inch prices \$40 and one 17-inch model \$30.

Hallcrafters introduced a 14-inch model which retailed for \$50 under its previous price leader (a 16-inch set.) A few days later Emerson reduced the prices of its 14-inch table model from \$219.95 to \$179.95. And Tele-King joined the group with a 14-inch at \$169.95 and a 16-inch at \$189.95.

Meanwhile Arvin announced that it has resumed production of an 8½-inch model and stepped up output of four 12½-inch sets to "give dealers an ample supply of the type sets needed for current markets." The small set will retail for \$129.95, while the 12½-inch models range from \$169.96 to \$199.95.

Magnavox cut the price of one 20-inch receiver \$50 to "highlight a special two-month promotional effort." But the company urged its dealers to rely on the "advertising of value rather than price."

But there the parade toward lower prices stopped. None of the firms had authorized a general reduction in prices but all had attempted to stimulate buying with one or two sets priced at new lows.

The Other Side. It wasn't long before the "lower price" camp was outnumbered by other manufacturers. For publication, the principal alternative appeared to be renewed merchandising effort to move sets at established prices. In addition, some firms began considering a possible cut in production—a possibility that by mid-April was an unpleasant reality.

RCA's Baker called the slump "seasonal" and warned the industry that "we cannot expect forever that the customer will beat a path to the dealer's door. There must be a return to aggressive competitive retail operation."

Arthur A. Brandt, general sales manager of G-E's receiver division, agreed with Baker that the slump was largely seasonal. "We expect to maintain a high sales volume in the months ahead with increased dealer promotion."

Both Baker and Brandt said that their firms' television sales had been running ahead of a comparable period last year.

Among other manufacturers agreeing with RCA and G.E. that price cuts were not needed were Philco, Westinghouse, Zenith, Crosley, Belmont and Du Mont.

Overmeyer of Revco Named To NPA Refrigeration Group

J. H. Overmeyer, vice-president in charge of sales for Revco, Inc., has been named a member of the household refrigeration farm and home freezer manufacturing industries advisory committee to the National Production Authority.

Sign of the Times?



MANY STORES in the Denver area, faced with limited stocks of appliances, have abandoned the practice of remaining open evenings. Typical is Nides General Electric Co., one of the largest dealerships in the city, which has been displaying this sign on its door since last fall.

KNAPP MONARCH

Tags **GIFT PROFITS** with

YOUR NAME

Two nationally famous items, always
best sellers...backed by even
more powerful advertising...the
most popular gift items you can offer!



For Mother's Day, for graduation,
for brides...display, feature and
SELL these proved profit-makers!
Here's the national advertising line-
up that moves 'em out fast for you:

Saturday Evening Post May 5
Saturday Evening Post June 2
House Beautiful May
House and Garden June
Saturday Evening Post . . . June 15

Knapp Electric LIQUIDIZER

The original Liquidizer, still first and finest
in the field! Actually 10 appliances in one at
the price of one, with no attachments needed!
Mixes, whips, stirs, blends, booms,
purses, crushes ice, pulverizes,
liquidizes. A necessity for
every modern kitchen and
bar. Only \$17.50.



Knapp Automatic Electric CORN POPPER

Fastest way to make
the world's best pop-
corn! Only corn pop-
per with patented
"reservoir" that makes
popcorn lighter, fluffier,
tastier—every time. A
beauty...completely un-
breakable...built for years of
service. The perfect gift for
any family! Only \$9.95.

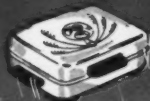


KNAPP MONARCH

ST. LOUIS

MISSOURI

BETTER PRODUCTS FOR BETTER LIVING



"Leading the League"



G.E.'s finest 17". Beautiful example of 18th century styling. Genuine mahogany veneers, hand-rubbed to a satin luster. Highly-figured, full-length doors with custom antique door pulls. Concealed

swivel casters for easy moving in any direction. 17" G-E rectangular black tube. G-E electronic tubes team up with the G-E picture tube for peak performance. Model 17C109.

\$399.95*

Incl. Fed. Excise tax

*You can put your
confidence in—*

GENERAL

in performance!

JIM KONSTANTY—
Philadelphia Phillies' re-
lief hurler. Voted "most
valuable player" in Na-
tional League in 1950.



*To enjoy baseball
at its best—go to
the ball park
regularly!*



17C105. Handsome cabinet in genuine mahogany veneers. Big-as-life pictures on G.E.'s famous 17" rectangular black tube. Concealed non-marking swivel casters for easy moving. **\$349.95***
Incl. Fed. Excise tax



17C108. 17" G-E rectangular black tube. Handsome blond veneered cabinet with finely-figured doors and concealed non-marking swivel casters for easy moving in any direction. **\$399.95***
Incl. Fed. Excise tax



17T2. 17" G-E rectangular black tube. Hand-rubbed genuine mahogany veneered cabinet—not just mahogany finish but genuine mahogany wood. G.E.'s fastest-selling table model. **\$289.95***
Incl. Fed. Excise tax



BLACK-DAYLITE TELEVISION

PERFORMANCE—and we mean quality of picture, ease of tuning, downright consumer satisfaction—that's what sells the new 17-inch G-E's and keeps them sold. Compare G-E yourself with *any other make*. You'll be amazed at the crystal-clear, life-size pictures on the 17" G-E rectangular black tube. You'll find there's no easier tuning—a single control gives best picture, best sound, automatically. And what eye appeal! The cabinets shout class—no simulated finishes, no imitations. Nothing but the finest blond and mahogany veneers, hand-rubbed to a satin luster. Here's the line you can sell with pride and profit. Call your General Electric television distributor today.

General Electric Company, Receiver Division, Syracuse, New York



ELECTRIC

*Installation and picture tube protection plan extra. Prices subject to change without notice. Slightly higher West and South.



She'll say *YES, YES*
to your **fan line**

YES!... if you feature the fans that people want — nationally advertised lines — **THE LINES DISTRIBUTED BY Graybar**

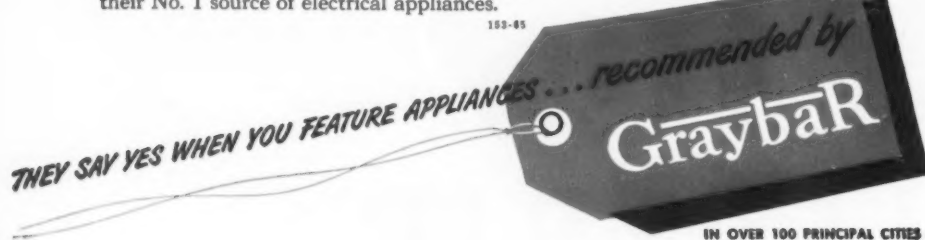
YES!... if you use good selling methods — modern merchandising and promotion tools — **THE SALES HELPS AVAILABLE FROM YOUR LOCAL Graybar APPLIANCE SPECIALIST.**

Yes, and you'll get prompt deliveries from a Graybar warehouse near you.

These are a few reasons why thousands of dealers throughout the nation make Graybar their No. 1 source of electrical appliances.

Appliance Department
GRAYBAR ELECTRIC COMPANY, Inc.
Executive Offices:
Graybar Building, New York 17

153-85



G-E Appliance Business Split Into Two Parts

General Electric major and traffic appliances broke up housekeeping last month. Long domiciled under one roof in the old appliance and merchandise department, the two appliance divisions became separate departments. So complete is the break that the major appliance department will ultimately move from Bridgeport, Conn., to a multi-million dollar "appliance park" in the Middle West.

Creation of the two new departments was carried out to "more effectively meet the demands of the growing market for household electrical equipment," according to executive vice-president Roy W. Johnson.

The major appliance department will be headed by Clarence H. Linder and will be responsible for refrigerators, freezers, ranges, water heaters, washers, ironers, dryers, dishwashers, garbage disposers and cabinets. The traffic appliance department under Charles K. Rieger will handle irons, toasters, roasters, sandwich grills, waffle irons, mixers, fans, clocks, vacuum cleaners, automatic blankets, heating pads, heaters and heat lamps.

(For pictures and stories on the appointments of Linder and Rieger see the "New Positions" section.)

Servel To Market Electric Refrigerators in May

Servel, Inc., will this month re-enter the electric refrigeration market in this country.

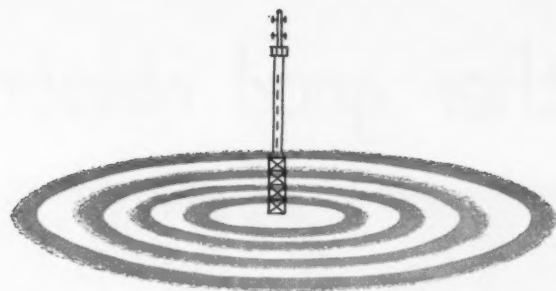
W. Paul Jones, Servel, president, announced last month that his firm would soon begin domestic distribution of electric absorption-type refrigerators which were previously made for export markets only. He pointed out that the gas refrigerator will continue to "receive major emphasis in our sales program".

The new electric line will include counterparts for each of the eight models in the present gas line. They will range in capacity from apartment models (six cubic feet) to an 11½ cubic foot, two-door model.

Honored by Sales Executives



WILLIAM A. BLEES, general sales manager of the Crosley division of Avco Mfg. Corp., accepts a plaque "for outstanding achievements... in modern merchandising" from Arthur Motley of the New York Sales Executives Club. Blees told the group that materials limitations will not halt the competitive race for sales in the appliance and TV fields.



MR. DEALER— How would you like to start ALL OVER with TV?

Overnight, a million more homes are prospects for TELEVISION.

Yesterday, they were beyond the service range of television and had no value to you.

Today, you can get into the untouched fringe area—of the unsold homes awaiting this sensational new receiver design. People who couldn't buy TV before—Plenty of prospects—with plenty of money.

A New Meck "Red-Head" TV Chassis doubles the range of good reception. Here is "year-ahead" engineering—no 1949-50 model with ersatz parts.

THE "RED-HEAD" PERFORMANCE GUARANTEES BIG SALES— IN NEW AREAS

- Performs brilliantly in fringe areas and poor signal locations.
- Built-in Booster—at no extra cost.

- Built-in booster doubles the range of the built-in antenna—may save the cost of an outdoor installation.

- Pictures are virtually interference-proof. Lock-tite synchronizers keep unequalled picture stability against auto and electrical interference.

We Saw This Situation Coming

This model was on the drawing boards late last summer—by November, it was being field tested. Instead of working day and night to overstock you with old models, we anticipated the job that will keep you on top in the TV business, today.

If you want—not price cuts—but a big new market—ready to buy on your demonstrations, write or wire me, today.



John A. Meck
PRESIDENT

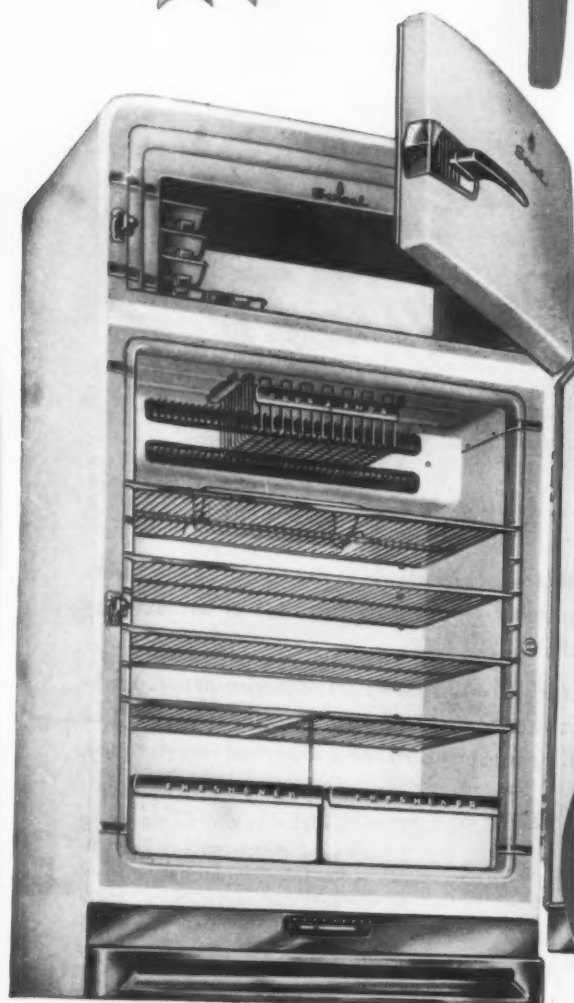
JOHN MECK INDUSTRIES, INC.
PLYMOUTH, IND.

NOW A MILLION MORE HOMES WILL BUY TV—

THAT'S THE MARKET FOR THE "RED-HEAD"



Another good reason to **THE GREAT**



MODEL BR-1118—Volume—11.5 cu. ft. New-design cabinet with New-tone exterior. 2 glass-covered Dew-Action Vegetable Fresheners. 5 "Quick-Release" Ice-Cube Trays. Full-width evaporator with exterior door.

NEW SERVEL

Royal Series

The aristocrats of the new Servel line. They're bigger inside... need no more space outside. Luxuriously equipped with full width evaporators and twin Dew-Action Vegetable Fresheners.



MODEL BR-917



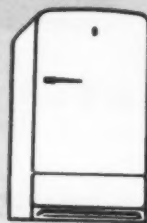
MODEL BR-816

SERVEL
Deluxe
SERIES

...AND FIVE MORE COMPLETELY NEW MODELS FOR 1951



MODEL BR-1015



MODEL BR-815



MODEL BR-615

sell both types of refrigerators!

NEW SERVEL

**WITH MANY MARVELOUS ADVANTAGES TO HELP
YOU MAKE EVERY PROSPECT A CUSTOMER**

- ★ Bigger inside-smaller outside!
- ★ Long-Life styling!
- ★ Eight beautiful models to choose from!
- ★ Servel's famous motorless, silent freezing systems!

Here, to round out your sales potential for 1951, is the entirely new Servel line. It's just what you need to sell those important prospects who come to you interested in gas refrigeration.

Wait till they see the sensational new Royal Series—headliner of Servel's three great series for '51. From the spacious eleven and a half cubic foot size to the big-value eight, the Royal Series includes every possible feature of convenience and appearance.

A complete change in engineering design has made all the new Servels roomier inside, with smaller outside

dimensions. Now there's actually about one-third more useful refrigeration space in the same floor area. And together with the "Hidden Half," Servel's famous motorless, silent freezing system, these new models offer the finest in modern refrigeration for any family . . . any kitchen. With them you can offer a complete line . . . so now, no prospect who comes into your store need ever leave unsold.

Sell the marvelous, motorless new Servel, the world's finest refrigerator—and you can't miss cashing in on more business, more profits in 1951!

**IT'S THE "HIDDEN HALF" THAT MEANS
IT STAYS SILENT—LASTS LONGER**

SERVEL
Economy
SERIES

MODEL BR-813

MODEL BR-613

STAYS SILENT... LASTS LONGER

Servel
The GAS Refrigerator



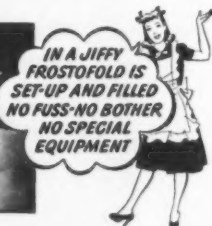
**This Little Box Helps
sell the Big Ones!**

FROSTOFOLD - Frozen Food Containers . . tried and proven freezer selling tools - and extra traffic builders

Prelined Frostofold Pint and Quart Containers provide the **quickest, easiest, most efficient way** to home package foods for freezing. That's why Frostofold is **approved** by Good Housekeeping—highly recommended by leading home economists and freezer manufacturers—**preferred** by millions of consumers! . . . And **that's why** it has proved to be such a practical freezer selling tool!

Frostofold combines a sturdy outer container, for mechanical protection, with a **built in inner liner**, to scientifically protect all kinds of frozen foods—also, pre-cooked foods of every type. Its rectangular shape saves freezer space, makes storing simpler. Let Frostofold help **you** show customers how **easy** it is to home package foods **properly** for the **most efficient** use of the freezer **you** sell!

Frostofold gives you a big **extra plus** in profits and store traffic by bringing women back regularly for repeat purchases of Frostofold packaging supplies. The full line of Frostofold materials also includes: A Complete Food Packaging Kit, Pint and Quart Polyethylene Bags, 6-lb. Poultry Bags and Stockinette. Order nationally advertised, consumer-preferred Frostofold materials **now**—through leading appliance distributors—or direct from The Interstate Folding Box Company • Middletown, Ohio



THE INTERSTATE FOLDING BOX COMPANY
Middletown, Ohio

FCC Issues New Channel Allocation Standards

**But don't look for big boom in new
stations before late '52; hearings,
construction, tests all take time**

THE Federal Communications Commission in late March released a channel allocation plan providing for tremendous expansion of television broadcasting. But the speed with which the program can be put in effect depends on a number of factors contingent on requirements of the defense effort.

Indications are that it will be well along in 1952 before there is any substantial boom in new television stations. After FCC approves a station it still takes about a year to build and test it; some stations are certainly years away.

The Proposals. The Commission's allocation plan provides for nearly 2,000 UHF (ultra high frequency) and VHF (very high frequency) stations in more than 1,200 counties compared with about 400 stations in 140 market areas under the present assignment plan. The entire UHF band (65-70 channels), now used only for experimental purposes but originally planned for TV, would be assigned. Fifty-two of these channels would augment the present 12 VHF channels in such a way as to prevent interference between stations (the rest would be reserved for educational telecasting). Approximately 10 percent of the assignments would go for non-commercial educational use.

The Commission's proposal contains a complete new city-by-city allocation table along with revised engineering and procedural proposals. A hearing on the revised table is scheduled to start on May 23 before the full Commission. Basically it is expected that the proposals will stand in the present form, although a number of minor changes are probable. The hearings may drag out for several months, the most optimistic guess being two months.

Meantime the Commission will consider whether any issue has been raised by these proposals that would prevent partially lifting the 1948 freeze on new station construction to the extent of considering applications for UHF operation on channels specified in the revised table of assignments, increased power for the present VHF stations, and VHF operation in U. S. territorial possessions. When and how much the freeze may be relaxed depends on the comments the Commission receives before the May 8 deadline. It will probably remain as is until late fall or winter.

What's Ahead for UHF. There is unlikely to be any rush for UHF applications in areas now served by VHF. The promise of increased power for VHF licensees is a victory for them and they have reason to be pleased. Use of UHF would mean adapting most existing sets or buying new ones. Cost of converters has been estimated at \$25-\$150. There is now no incentive for stations holding VHF licenses to move into UHF. But with

the prospect of color in the UHF band, strong incentive would be provided to make the switch.

The big demand for UHF allocations will be in areas that do not have television, in which case the transmitting and receiver business could start at the same time. VHF equipment has been tried and tested, whereas UHF is not available at present and there is no assurance it will be. Manufacturers, however, are already preparing to take advantage of this huge potential market and have equipment sufficiently advanced in design so that some are accepting orders but promising no delivery dates.

Taking into consideration mobilization planning and the inevitable scarcity of critical materials, the outlook still appears to be good for production of VHF transmitters since comparatively little critical material is needed. UHF transmitters and receivers, completely new equipment, may be a manufacturers' problem from the time and labor angles. Where UHF stations cannot make use of VHF towers, steel for new construction may also present a problem.

Regardless of how long the FCC hearings last, very little can be accomplished in the way of new stations this year.

There's no definite knowledge of when UHF telecasting will begin on a commercial scale, but when it does the setmakers are going to be ready for it.

Conscious of consumer unrest over possible obsolescence of VHF sets already purchased or about to be purchased, one manufacturer after another last month took steps to reassure the public that converters would be ready when UHF went on the air.

(Continued on page 120)



HERE'S A REAR VIEW of Crosley's new UHF converter. The unit can be installed by the set owner using only a screwdriver.

JOHN R. HURLEY
President
THOR CORPORATION
Chicago 28, Illinois



WHAT THE Thor FRANCHISE MEANS

Inter-Company Letter THOR CORPORATION

Subject: Increased Sales

To: John R. Hurley

Dear John:

Our Spring Spinner Washer Promotion has caught fire! Reports reaching me from the field show there is strong activity at the dealer level although the promotion is just a little beyond the halfway point. For example: John Gunderson writes from Los Angeles, "Many of our dealers enjoyed a substantial sales increase during the first week of the promotion...one, in particular, sold more than seven machines the first day."

Similar comments are arriving daily from our entire national sales organization. Frank Simpson phoned in from Atlanta to report that one dealer used the telephone canvassing book to sell five Spinner Washers and had hot leads on seven more. Owen Nugent wires from New York that a number of dealers are having substantially increased floor traffic and a corresponding increase in Spinner Washer sales.

It is interesting to note the way our dealers have concentrated on certain parts of the promotion package. While they all are running the entire promotion as planned, a number of them are putting extra effort on certain parts of the package. Some, for instance, are concentrating on the direct-mail portion...others are placing special emphasis on local radio and newspaper tie-ins.

All in all, I am happy with the way our franchised dealers are handling the event. I believe we will enjoy added selling momentum with this promotion as we go along.

Bob

P.S. Both our franchised dealers and distributor salesmen recognize this new promotion as further proof of our sincere efforts to give them powerful tools to do a successful selling job. They are impressed!



Thor
Spinner Washer



Thor
Wringer Washer



Thor Squeezer

M. E. BOB WILSON
General Sales Manager



Gift Wrap... and Feature UNIVERSAL



HERE'S A DOUBLE-BARRELED IDEA for making your sales boom! First of all promote Universal electric housewares as "First Choice for Every Gift Occasion."

There's a billion dollar market every year in remembrance gifts . . . Mother's Day, Father's Day, anniversaries, weddings and birthdays. And Universal Appliances are "first choice" too, for their quality, beauty and automatic convenience. No one could want a *finer* gift.

Make each sale an occasion . . . Gift Wrap! Give your customers an appropriate gift card to enclose. It will be supplied by Universal. Make it your contribution to a happier gift-day for them and watch your electric housewares business grow.

See your *Universal distributor* for details of the package you can get from him containing display material, gift cards, banners and ad suggestions . . . it's **FREE!**



Enter your "Gift Window" in the big contest sponsored by the Electric Housewares Section of the National Electric Manufacturers Association. Posters and display material are available at no cost to you. Tie-in, make your appliance section the headquarters for "Gifts for every Occasion."



Here's a suggestion you can adapt for *your* gift window. Use a draped pedestal for several Coffeematics and two giant gift-wrapped packages. Put greeting cards in the foreground, a few other packages and a sign saying "ALL appliances gift-wrapped FREE during May and June." Show the NEMA Poster and a Coffeematic sign.

Copyright 1951. LF&C

UNIVERSAL

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.



Business looks up...

when shoppers can look in!



An open-vision store front shows the way to better business. For an open-vision front shows off your entire store interior and presents the displayed appliances to the best advantage. Merchants who have modernized their stores with open-vision fronts of Pittsburgh Glass and Pittco Store Front Metal have proved—with increased sales—that modern, unobstructed store fronts attract attention... and new business.

Put praise-provoking, sales-promoting Pittsburgh

Products to work in *your* appliance store. And don't forget that it's the *complete* modernization job that gets the best results in increased business. So when you brighten up your store exterior, be sure to modernize *inside*, too.

Our brand-new modernization booklet, "How To Give Your Store The Look That Sells," will give you many ideas about how to use Pittsburgh Products to give *your* store a new sales personality. Why not return the coupon below for your copy? No obligation.



DISPLAY'S THE THING. It gets the passer-by's attention... stimulates his desire for the displayed merchandise. And the entire interior of this appliance store in Hopkins, Minn., is on display by virtue of large panels of Pittsburgh Polished Plate Glass, set in

clean-cut, lustrous Pittco Store Front Metal. The inviting door and transom light are of sturdy Herculite Tempered Plate Glass. Use glass applications like these to give *your* appliance store added eye-appeal and profit-pull. Architect: Loren B. Abbott, Minneapolis.

**Store fronts
and Interiors
by Pittsburgh**



PAINTS • GLASS • CHEMICALS • BRUSHES • PLASTICS

PITTSBURGH PLATE GLASS COMPANY

Pittsburgh Plate Glass Company
2181-1 Grant Building, Pittsburgh 16, Pa.

Without obligation on my part, please send me your **FREE** booklet on store modernization, "How To Give Your Store The Look That Sells."

Name.....

Address.....

City..... State.....

NEW FCC STANDARDS

— CONTINUED FROM PAGE 116 —

One of the first into the public prints was Zenith, which revived its series of ads on "built-in" provision for UHF reception. Admiral promptly told its dealers that all television sets equipped with turret-type tuners can receive forthcoming UHF signals. RCA promised that it would build "competitively priced" converters. And most other set makers reassured their customers that they had made provision for UHF reception, some with only a change of tuner strips, others by use of converters or adapters.

It remained for Crosley to stage the first showing of a converter. Early in April it took a group of newsmen to Bridgeport for a demonstration of its "ultratuner", a simply attached converter that allows present sets equipped with continuous tuners to cover 70 additional channels in the ultra high frequencies. To use the "ultratuner" the set owner would tune his present set to a spot between channels 6 and 7 and then turn on the converter to bring in UHF stations.

NAED Convention, May 21-26, To Draw Record Attendance

Over 2200 persons are expected to attend the forty-third annual convention of the National Assn. of Electrical Distributors at Atlantic City late this month. With its meetings built around discussions of the integration and operation of the electrical distributor in the preparedness program the convention is expected to draw a record attendance.

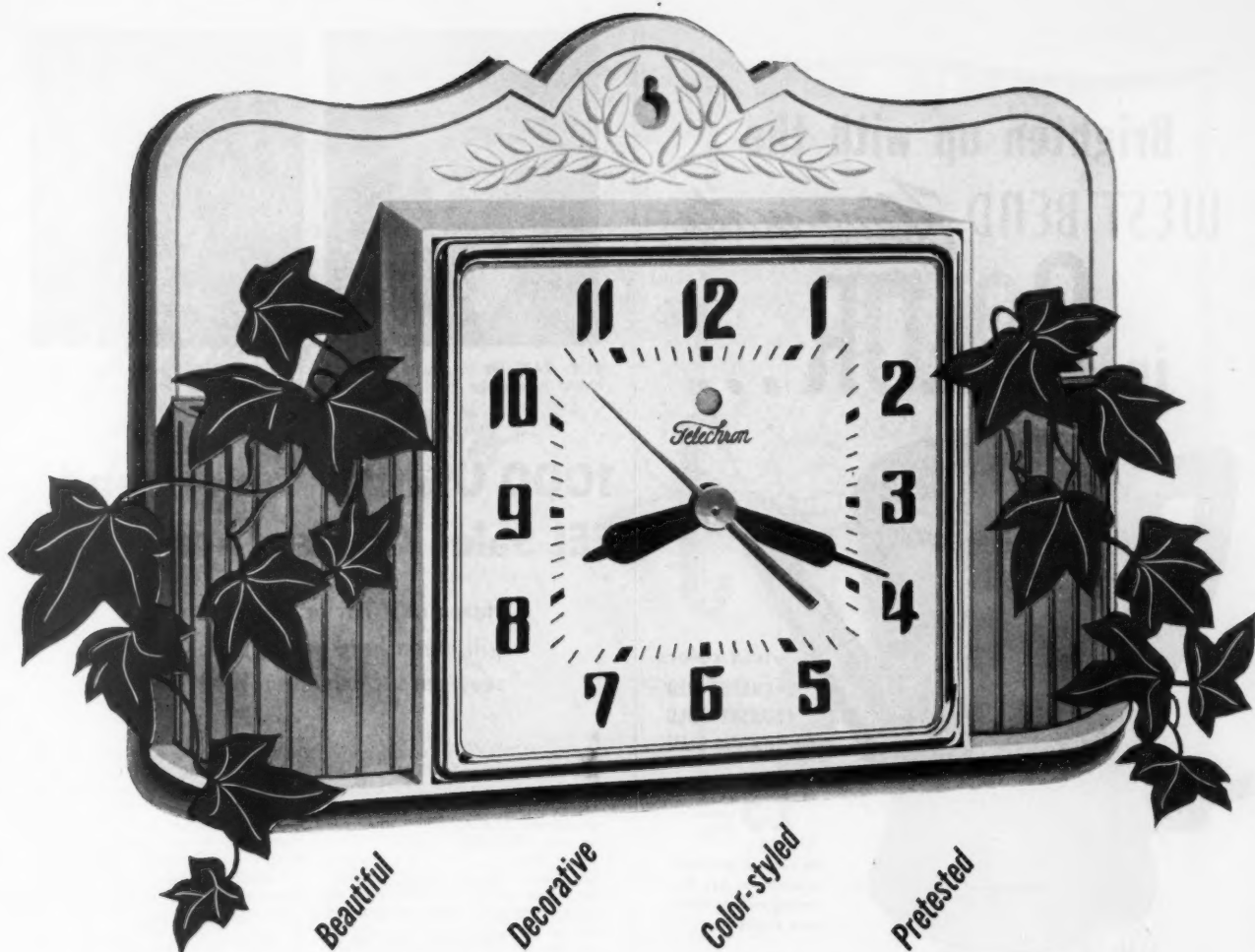
The sessions will open on May 21 and close on May 25. The convention will be held in the Ambassador and Chelsea hotels with meetings in the Westminster hall of the Chelsea. Over 200 manufacturer conference booths will be located on the lounge floor of the Ambassador.

Executives from industry, NPA, OPS and other government agencies will participate in the program.

Picking a Winner



CHECKING AN ENTRY in a General Electric automatic blanket sales contest are Monte Wheeler, left, sales manager for the company's automatic blanket section, and Harry C. Hahn, sales manager of **Electrical Merchandising**. Hahn was one of three judges who named E. J. Anderson of Leominster, Mass., as the winner of a Plymouth sedan.



NEW "IVY" \$7⁹⁵*

ONLY RETAIL

Newest Telechron Electric Kitchen Clock Idea

IVY takes real vines!—in twin, removable vases. Vases are color-styled in yellow, red, gray, green! **IVY** stands on shelf or counter—hangs on wall or post! **IVY** pretests even more favorably than today's fastest selling kitchen clock! **IVY** is backed by powerful national advertising in 4-color pages: *LIFE*, *The Saturday Evening Post*, *Better Homes and Gardens* throughout the month of June. **IVY** can make a mint of money for you. Order **IVY** today. Show—show—show **IVY** all over your store! Once folks spy it—they're sure to buy it!

*Plus tax. Prices and specifications subject to change without notice.

Telechron is a trademark of Telechron Inc., Ashland, Mass., a General Electric Affiliate.

Telechron®

EXTRA! NEW IVY LAUNCHED BY MOST COLORFUL INTRODUCTORY OFFER EVER PUT BEHIND ANY KITCHEN CLOCK!

Comes in package assortment of most popular kitchen clocks in country today! Including color-styled display unit and promotion suggestions! 4-color consumer folder also available! New offer on famous Telechron Time Table Display! FREE easy-to-read sales training booklet in 4 colors; full-line catalog; price list—all on request.

GET DETAILS ON THIS GREAT OFFER FROM YOUR DISTRIBUTOR TODAY!

Brighten up with the
WEST BEND *Flavo-matic*
in **COLOR...**



vivid colors
• CHERRY RED
• SUNSET GOLD
• DELPHINIUM BLUE

\$13⁹⁵
Retail,
in color

In regular polished
aluminum, \$11.95.
Prices include cord
and excise tax.



WEST BEND MAKES NEWS AGAIN WITH COFFEE-MAKERS IN COLOR

West Bend adds gay, harmonizing color — just in time for your spring brighten-up campaign. These three radiant decorator colors—Blue, Gold, and Cherry Red—set housewives' eyes and hearts a-glow. The permanently anodized *Color-glo* finish is so easy to clean. Resists scuffs, stains and scratches. Will not rub or chip off.



EASY TO CLEAN



**RESISTS SCRATCHES
AND STAINS**



**COLOR WILL NOT
RUB OR CHIP OFF**

IT'S *Fully Automatic*

Just add coffee and cold water, plug it in and it starts to perk in less than a minute. Shuts off automatically when the coffee is brewed and keeps it piping hot till you're ready to serve. Always the same clear brew — made automatically.

WEST BEND
Aluminum Co.
WEST BEND, WISCONSIN



E. R. TAYLOR: mighty hard selling ahead before the end of the year.



F. C. PESVEY: utilities are using television as an advertising medium.

1000 Utility Men Attend EEI Sales Conference

Hotpoint's Taylor warns that '51 will mean hard selling; McKibbin sees output reaching 1949 levels

ENLIVENING its sessions with showmanship and touches of Broadway humor, the Edison Electric Institute last month staged its seventeenth annual sales conference for over 1000 utility men.

The sessions, held in Chicago's Edgewater Beach Hotel, proved that even those who are rubbing noses with top authority have no answer to the question of how to operate during the present crisis, outside of merely plugging away and calling the turn as one sees it.

Hard Selling Ahead. Edward R. Taylor, general sales manager for Hotpoint, Inc., told the group that before the last leaf is shaken off the 1951 calendar there is going to be some mighty hard selling and promotion. He warned that the industry has not felt the "hot breath of competition" on its neck for the past five years.

The industry has only a slight comprehension of the job ahead in selling the all-electric kitchen, he said. "We have cut loose on a new, big-money industry," he continued, pointing out that national campaigns, fully merchandised at the local level, and so organized that all elements of the industry participate, are the answer if electrical living is to progress.

In commenting on the dealer picture in the industry he emphasized that the industry needs dealers who are ethically and economically sound. They must be able to hire, train and keep a high type of sales person. Dealers of that caliber, he reminded the group, do not engage in discount selling. He called the utility-dealer relationship a "bright example" of developing cooperative business formulas because the utility in its pivotal position deals with the entire industry.

Uncertain Future. D. A. Packard, Kelvinator household sales manager, told a breakfast meeting of the home service advisers group that a number of factors contribute

to the present uncertainty over the future. Among these factors were the extent of government cutback orders, the effect of credit restraints and excise taxes and the present inventories in the hands of manufacturers, distributors and dealers.

He pointed out, however, that inventories are only high or low when measured by current sales rates. He acknowledged reports of shortages on some appliances and big inventories on others and warned that "in the months ahead we may very possibly face a condition in which certain appliances are in reasonable supply, while others are extremely short—all because of the way the controlling orders are now written." He explained that the steel order does not permit a manufacturer to shift his steel allocation from one product to another, regardless of how the various items are selling. In concluding his evaluation of the inventory picture he said that the long range picture for late 1951 and 1952 is one of shortage in all major electrical appliances unless the demand is further reduced by credit curbs and taxes.

1951 Equals 1949. John M. McKibbin, vice-president of the Westinghouse Electric Corp., and general manager of the company's consumer products divisions told the conference that the 1951 output of appliances and TV sets will probably be about equal to 1949—the third best year in history. Such a level of output would mean that 1950 production would be off only 20 or 25 percent from 1950.

Commenting on the country's industrial expansion, McKibbin said that over-all productive capacity now is more than half again as great as it was in 1940. In 15 to 18 months, he said, this country may well have the materials and physical plant to support both a limited mobilization program and an expanding peacetime economy.

(Continued on page 124)

like sugar and cream...like salt and pepper...like bread and butter...like milk and honey...

THAT'S HOW

*Electric
Housewares*

AND

JUNE BRIDES

go together!



... promote electric housewares for June brides now and make your own twosome.

...

Bigger sales and larger profits.

- Tie in with the industry theme: "Give Electric Housewares—first choice for every gift occasion".
- Send for your free Retail Display Kit of attractive tie-in streamers and posters.
- Enter the Electric Housewares Display Contest and win awards for the most resultful Electric Housewares Gift window.
- Order your Electric Housewares Gift Certificates to simplify selling.

ELECTRIC HOUSEWARES SECTION

National Electrical Manufacturers Association

New York 17, N. Y.



ORDER YOUR FREE MERCHANDISING AIDS TODAY!

ELECTRIC HOUSEWARES SECTION
National Electrical Manufacturers Assn.
155 East 44th Street, New York 17, N. Y.

Please send me

☐ Free Electric Housewares Retail Display Kit

Store

Address

City

Attention

make selling a BREEZE with Air King fans

This Year, put more power into your selling!
Feature the extra, exclusive sales advantages new yours in every Air King fan. Superior construction, improved performance, handsome styling... they're all yours in a complete variety of Air King fans. There is one for every room in the home—from ceiling to floor—at prices that send your sales soaring to new, more profitable heights!



ECONOMY FLOOR CIRCULATOR

An unbeatable value—builds store traffic and sales volume! Air King's economy model floor circulator is priced to please the most economy-minded customer. Powerful motor, all steel construction, balanced aluminum blade, rubber mounted legs. Finished in Sunset Tan. U. L. Approved. Fully guaranteed. 3 speeds.



deluxe FLOOR CIRCULATOR

Here's modern style in the modern way to provide cool comfort for bedrooms, dens, small offices, etc. Powerful motor cushioned on sound-absorbing, shock-proof rubber mountings—amazingly quiet! Light sunset tan finish. Rubber tipped legs. 3 speeds. Fully guaranteed. U. L. Approved.



REVERSIBLE portable adjustable WINDOW VENTILATOR

Better than ever! The original reversible exhaust and intake fan—fastest growing sales maker in the field—styled for added beauty, added appeal. With simple patented reversing mechanism that is GUARANTEED FOR LIFE—provides complete safety at all times! Available in 10", 12", 16", 20" models adjustable to practically every window width. Guaranteed. U. L. Approved. In handsome white enamel or sunset tan finish.



AVAILABLE THROUGH LEADING
ELECTRICAL WHOLESALERS EVERYWHERE



BERNS MANUFACTURING CORP.

3050 NO. ROCKWELL, CHICAGO 18, ILLINOIS

FOR CATALOG, WRITE TO: Automotive Distributors of the Americas, 38 W. Washington St., Chicago, 2, U. S. A.

EET CONFERENCE

CONTINUED FROM PAGE 122

He warned that when the emergency is over the facilities to produce consumer goods may be twice as great as they were in 1951. This will pose a problem in interpreting the benefits to be gained from electrical living "in such a manner that electric power and electrical appliances will take preference over competitive goods." He urged manufacturers in the future to continue to bring out improved features, attain maximum style appeal, lower prices and develop sales training programs. He urged utilities to cooperate in sales training work, to help reduce sales bottlenecks arising from installation costs and to promote electrical living as a means of getting "the most out of life."

Curbstone Service. Detroit Edison's E. O. George in a speech entitled "You Can't Live on Curbstone Service" told the group that before a utility includes an appliance on a promotional program it should have answers to the following questions: 1) Is it trouble free? 2) Can we back up its promotion with a good service program? 3) Is its cost of operation such that in terms of value received it does not represent a good bargain for the customer? 4) To what extent would dealers benefit from its promotion? 5) Has the appliance been thoroughly tested for operating defects? 6) Has a program been established to acquaint the customer with the best utilization of the appliance?

Frank C. Pesvey of Public Service Electric & Gas Co., Newark, called attention to the development of community antenna systems for television. He outlined the various uses of television made by different utilities and pointed out that it was one of the cheapest advertising media available. One firm received 50,000 requests for a weather map offered televiewers, another had 897 calls in two hours and a third had 1500 requests for recipes.

Farm Talks. W. F. Deming said that ten appliances are hard to sell on farms which do not have running water under pressure and he contended that the water pump on the farm is the heart of farm living. Electricity is available on 80 percent of the farms. Water systems sales for the past 22 years have averaged about 290,000 per year; in the last five years this rose to

600,000 a year and the present rate is around 700,000. He pointed out that water pumps always present a good replacement market and that increased use of water brings a good replacement market for larger pumps.

Merrill Skinner, vice-president of the Union Electric Co., St. Louis, and chairman of the EET's commercial division general committee, told the group that "new circumstances, new problems will spring up each day and I can only repeat again the value of keeping informed in every possible way. Foresight will pay big dividends and foresight will favor the man who keeps best informed."

Home Service. The conference was particularly dominated by the home service angle. A group of home service women arrived several days early to demonstrate to each other in a Workshop which was quite apart from the regular sessions presided over by Mrs. Mariquita Dygert of the Detroit Edison Co.

Highlight of the home service conference came with a talk on soap and detergents for washers by Frigidaire's Eleanor Ahern and a discussion of kitchens for sufferers from heart trouble led by Mrs. Frances Sanderson of the home economics department of Wayne University, Detroit, Mich. Eleanor Ahern related how the soap industry has followed the washing machine. In the old days bar soap was good for the washboard, but when the washer came along it had to be chipped and sliced, which led to the package product. The need for complete solubility in hard water was not felt, she said, in conventional washer days as handling sluiced off most of the non-soluble scum. Automatic washers, she said, particularly need water and soap as tempered to local conditions. Synthetic detergents have replaced soap in many areas.

Commenting on the amount of soap to be used in washing, she said that it is impossible to lay down a general rule as there are variables as to the amount of clothes, amount of soil, the particular washer, etc. Follow the washer company's recommendations, she said.

(Continued on page 126)

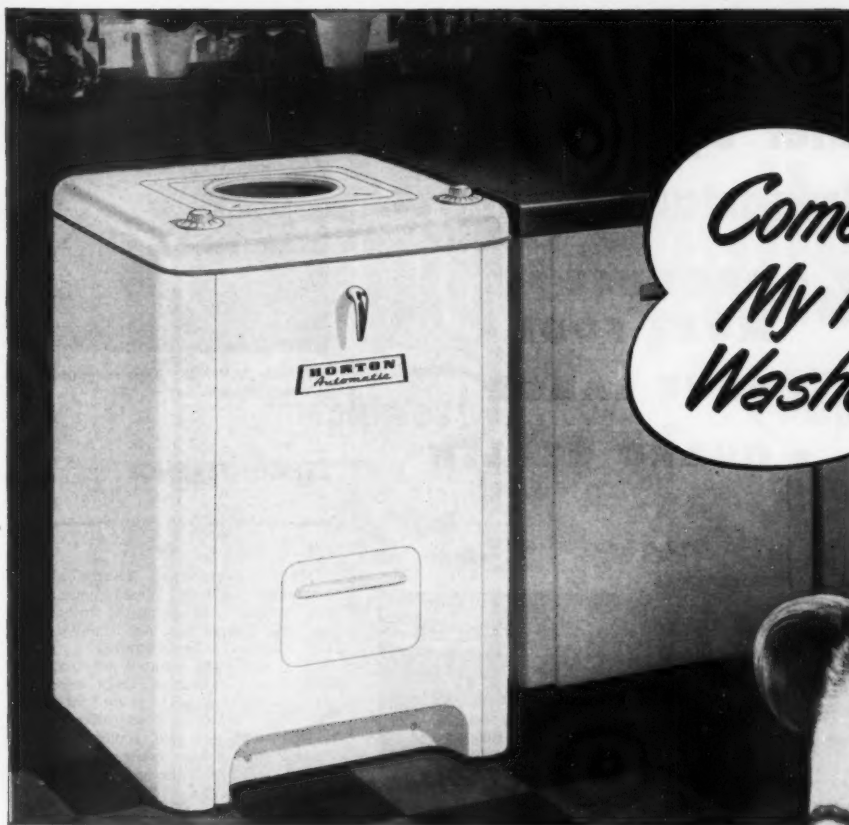


D. A. PACKARD: general shortage of appliances in late 1951 and 1952.



MRS. MARIQUITA DYGERT: chairman of home service conferences.

AS MILLIONS WILL SEE IT
IN THE LADIES' HOME JOURNAL



*Come Over Quick—
My New HORTON
Washer Just Came!*

The Horton "500" Automatic

An Engineering Masterpiece With Amazing Double-Tumble—It's so simple. All you do is lift up the top, put in up to ten lbs. of clothes and turn the dial. The "500" merrily does the rest. Its exclusive Double-Tumble washing and triple rinsing (equal to 1,200 hand rinses) does it quicker, easier, better. And the Horton ironer is wonderful too! Your Horton dealer will be happy to demonstrate these fine products.



DOUBLE-TUMBLE WASHING
Gently whirls clothes one way 24 times, then reverses 24 times. Leaves clothes tangle-free, ready for easy ironing.

NO SET CYCLE.—Horton's Selective Dial lets you add wash whenever you wish. And it's so safe... automatically stops when you open the top.



HORTON

Washers • Dryers • Ironers

HORTON MANUFACTURING COMPANY • FT. WAYNE, INDIANA
Horton since 1871

Gear Today's Selling of Myers Water Systems to This Nationally Important Theme...



• Produce More Food



• Save Labor

- PRODUCE
MORE FOOD
- SAVE LABOR
- GUARD HEALTH



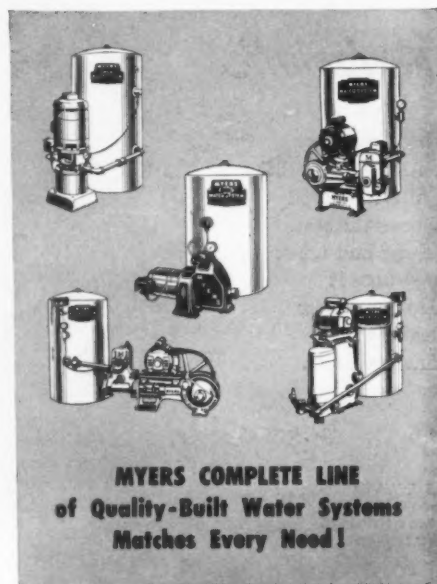
• Guard Health

National Water Systems Month

offers every Myers Dealer an opportunity to identify himself with the national defense effort. Industry-wide adoption of this year's three-point slogan assures fullest possible emphasis on the three major benefits of running water—benefits vitally important to an America mobilizing its resources for greater national strength and security. Myers has made the most of this 1951 effort—with the biggest national advertising tie-in program in the field. Now, it's up to you to make the most of this prestige-building campaign . . . by taking full advantage, throughout 1951, of the broadest Dealer Aid Program offered by any pump manufacturer. Order your needs today!



**THE F. E. MYERS
& BRO. CO.**
Dept. W-70, Ashland, Ohio



**MYERS COMPLETE LINE
of Quality-Built Water Systems
Matches Every Need!**

MORE MYERS SALES-MAKERS!



MYERS SOFTMASTER

Fully automatic water softening—electrical controls do the work. Most unusual softener on the market today!

MYERS AUTORINSE

Semi-automatic water softener. 44% greater capacity than any comparable unit. Many special features!



MERRILL SKINNER: Keep informed in every possible way.

EEL CONFERENCE

—CONTINUED FROM PAGE 124—

Myrtle Fahs Bender, director of residential lighting, Westinghouse, first woman to speak on the International Commission on Illumination, lectured on home lighting.

Mrs. Sanderson pointed out that a number of kitchen tasks take energy that an invalid cannot spare. Opening a can the old way takes a lot of energy, she said, adding that pulling out a drawer takes up to 29 pounds and lifting the end of a bed is a 79-pound pull.

Winners of the first electric kitchen promotion prize offered by the George A. Hughes Award was the Florida Power & Light Co., Miami. On the electric range activity, Carolina Power & Light Co., Raleigh, won. On electric water heater activity, Kingsport Utilities, Kingsport, Tenn., was the winner. On commercial cooking Pennsylvania Power and Light of Allentown was the winner while Philadelphia Electric Co. won top honors for dishwasher promotion.

In division A, the Laura McCall Award went to Miss Edith Hitchcock of the Alabama Power Co., Birmingham, Ala. Mrs. Margaret Hume of the San Diego Gas & Electric Co. won in division B. Mrs. Avis R. Broadhurst of West Penn Power, Miss Doris Oglesby, Georgia Power, and Miss Evelyn Hansen of Utah Power and Light were the winners in division C.

The Detroit Edison Co. was awarded the Thomas W. Martin Rural Electrification Award for farm electrification. The Frank E. Watts award for stimulating sales of electrically operated farm equipment went to the Pacific Gas & Electric Co.

Charles E. Wilson Receives The James H. McGraw Award

Charles E. Wilson, defense mobilization chief and formerly president of General Electric, was given the James H. McGraw award at a dinner in New York in late March. He was honored for his constructive contribution to the advancement of cooperation in the electrical industry. The award is one of a series of four established 25 years ago by the late James H. McGraw, founder of the McGraw-Hill Publishing Co.

Raytheon pulls 'em in

the pictures!



"... Tujunga is not ... in a fringe area ... we are in the IMPOSSIBLE AREA ... Raytheon Television is the only set that homeowners in Tujunga, Sunland and Verdugo Hills have ever been able to 'really' get a picture on."

David Myron

VERDUGO HILLS MUSIC CO.
Tujunga, California



the prospects!



"Our prospects are immediately impressed by Raytheon's beautiful cabinet design and after a demonstration of its performance, especially on distance, the salesmen soon turn the prospect into a customer."

Frank Hutterer

B & H ELECTRIC COMPANY
Toledo, Ohio



You're sure of **DEPENDABILITY** when you sell

Raytheon tv

Statements like these are almost standard at the Raytheon plant. Dealers are impressed with the way Raytheon TV pulls in the pictures ... and, consequently, pulls in the customers, too. And with the beautiful additions to its 1951 line, Raytheon really has something that can be told and sold.

For information on how you, too, can profit with Raytheon, contact your Raytheon distributor or write us.

BELMONT RADIO CORPORATION
5921 W. Dickens Ave., Chicago 39, Ill.
Subsidiary of Raytheon Manufacturing Co.



THE STARLIGHT
Model RC-1720



List prices range from \$279.95 to \$750.00
INCLUDING FEDERAL EXCISE TAX
AND 1-YEAR WARRANTY

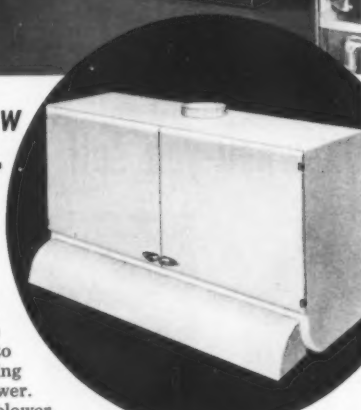
LYON

leads the field in
Modern Design



Example...this New AIR CONTROL CABINET

This exclusive Lyon feature keeps kitchens cleaner and cooler by removing steam, cooking odors and greasy vapors at their source. After variable speed control has been set to desired speed merely lifting the hood starts the blower. Closing the hood stops the blower.



Comparison Proves It!

Compare LYON STEEL KITCHENS with any other at any price. Feature for feature, LYON has more to offer in selling ammunition for the dealer and dollar value for the customer.

LYON

METAL PRODUCTS, INCORPORATED

General Offices: 521 Monroe Avenue, Aurora, Illinois
Factories: AURORA, ILLINOIS • YORK, PENNSYLVANIA
Sold Nationally through Direct Factory Dealers

A PARTIAL LIST OF LYON STANDARD PRODUCTS

• Dishwashing	• Kitchen Cabinets	• Tool Boxes	• Living Cabinets	• Recycling Bins	• Work Benches	• Tool Trays
• Sinks	• Cabinet Benches	• Tool Boxes	• Tool Boxes	• Wood Working Benches	• Bench Drives	• Rubber Bins
• Racks	• Washing Benches	• Locking Racks	• Display Equipment	• Hanging Cabinets	• Service Carts	• Shop Sinks
• Bin Units	• Conveyors	• Part Drawer Files	• Drawing Tables	• Folding Chairs	• Sorting Rels	• Tool Trays
• Bar Racks					• Drawer Units	• Shop Drives

February Output Falls Behind Pace Set in '50

Unit-wise production stays ahead of last year but February doesn't match upward trend shown in 1950

AT first glance February production figures don't show it, but the pinch of materials shortages was beginning to be felt in the appliance industry.

The figures themselves show that February appliance output generally slipped only slightly behind January levels while radio-television production moved ahead to near record peaks.

But while the drop in appliance production was small in number of units, it assumes more important proportions when placed against the seasonal trends set by the industry last year. Ranges, for example, were only 9,000 units behind January figures. But last year they were moving ahead by 21,000 units. Refrigerators this February dropped 65,000 units off of January levels while last year they were moving up by 86,000. Even in products which this February showed higher unit output than in January, the increase did not keep pace with last year's performance. There was no getting around it. The comfortable bulge over 1950 figures established by January's production was whittled down during February.

Home Laundry Items. Among appliances the best February performances were turned in by the home laundry groups. Washers were up 20,000, ironers up 8,000 and dryers up 7,000 units over January. All compared favorably with February of last year, although the washer and ironer increases this year were not as sharp as in 1950. February washer output was 48 percent below last year's, ironer production was 17 percent better than 1950 and dryers 90 percent ahead. Cumulative totals for the first two months of the year also compare favorably with last year, washers being up seven percent, ironers ahead by 19 percent and dryers by almost 77 percent. Unitwise the two month totals are: washers, 662,420; ironers, 57,000; and dryers 68,786.

Other Majors. The February recession was more evident in the other major appliance lines, with water heaters, ranges, refrigerators and freezers all falling behind January figures. Numerically the largest slump was in refrigeration, where production fell to 423,420 units. So far, the year's production, which in January was 30 percent ahead of 1950, is now only nine percent ahead of that period. For February alone refrigeration production was eight percent below last year's level.

Range production, which in January ran 35 percent ahead of that month last year, fell to 123,953 units in February, placing that month only four percent ahead of last year. The two-month cumulative total of 256,390 units is still

over 18 percent ahead of last year, however.

Much the same was true of the freezer industry. January output was a whopping 124 percent ahead of that month last year, but February production slipped back to 63,996 units. This left February 63 percent ahead of February last year, but one must remember that last year February production was 8,000 units better than January while this year February output was 8,000 units less than the preceding month.

Vacuum cleaner manufacturers showed an increase in February over January, but it did not match the increase made in the same period last year. This year the February total was 5,000 ahead of January while in 1950 it was 14,000 better. February of 1951 was, however, still nine percent better than the same month a year ago.

Water heater production in February fell 14,000 units from January figures. The February total was 59,501 units, 12 percent better than last year and contributed to a two-month total 37 percent better than last year. But in February of 1950 production bettered January marks while this year the opposite was taking place.

E. A. Lindemann Appointed To NPA Advisory Committee

E. A. Lindemann, president of A. J. Lindemann & Hoverson Co., has been named to the NPA Manufacturer's Industry Advisory Committee on household cooking stoves and ranges.

Con Edison Ad Manager



EDWARD A. HOLMBERG has been named to succeed the late Dennis S. Melvin as manager of the advertising department of Consolidated Edison Co., New York. A veteran of 40 years with the firm, he was most recently manager of Con Edison's appliances promotion bureau.

PROVED!

Ads in Country Gentleman Help You Sell More Appliances!



Mrs. Park Newton, Vermont Country Gentleman farm wife, uses a growing array of modern appliances to lighten her daily chores . . . including range, sink unit, washer, mixer, 9 cubic ft. refrigerator, and fluorescent lighting. Good appliance customers to know!

When a manufacturer puts an ad in Country Gentleman, it's the strongest kind of help to you in selling your best rural customers! This has been proved in a nationwide survey of men and women heads of Country Gentleman homes. Not only do they read Country Gentleman more, use it more, like it more than the other big farm magazines—but they also . . .

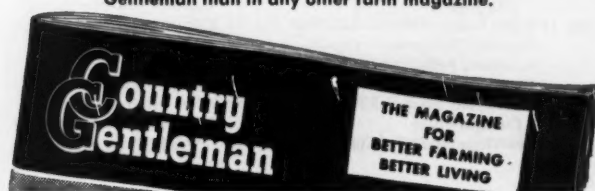
- 1 READ THE ADVERTISING** in Country Gentleman . . . in 96.2% of homes.
- 2 GET BUYING IDEAS** from the advertising in 3 out of 4 homes.
- 3 RECALL DEFINITE BUYING IDEAS** in over 3 out of 4 of these homes.

... That's why dealers like you give
Country Gentleman a lead of nearly 2 to 1
 when voting for the farm magazine that helps most to sell local customers

GREATER POWER

TO MOVE PEOPLE
 TO MOVE GOODS

That's why Country Gentleman also rates first with advertisers. They invest more advertising dollars in Country Gentleman than in any other farm magazine.



Atlas found the easy way to

KEEP **LIFE** AT POINT-OF-INTEREST



Atlas Appliance Company of East Orange, New Jersey, has used **LIFE** promotions continuously for two and one-half years in all four store windows . . . and in their special interior display.

To find out which magazine to use, store's owner Herman Silberstein asked local news dealers. Their answers: "**LIFE**, far and away, is our best seller."

Facts support what they said. In the Metropolitan New York area (which includes New Jersey suburbs like East Orange) almost 7 out of every 10 people read **LIFE**.* These people read **LIFE** as they read no other magazine. For **LIFE**'s graphic word-and-picture reporting of events gives them a wide window on the world—a clear revealing view of events both great and small.

To reach all these people, to build prestige, and create sales excitement, Atlas runs its constant tie-in with **LIFE**. Says Mr. Silberstein of the results:

"We have found **LIFE** promotions most profitable . . . and have made a large number of sales from cards displayed for items we ordinarily do not stock. *We will continue to use **LIFE** in our selling—we find it good business.*"

Moral for smart appliance merchandisers: Wouldn't you be wise to sell the easy way every day? Why not tie in with **LIFE** continuously?

← One of four Atlas windows constantly tied in with **LIFE**. This particular window was part of portable radio promotion which increased sales over 40%.

Tie in every day in May with these **LIFE**-advertised products

MAJOR APPLIANCES

- May 7 Hoover Vacuum Cleaner—spread, color
- Borg-Warner Institutional—spread
- Admiral Refrigerator—page, color
- Crosley Refrigerator—page, color
- G-E Refrigerator—page, color
- Lewyt Vacuum Cleaner—page, c.
- G-E Dishwasher—page
- May 14 Norge Range—page, color
- Singer Sewing Machines—page, c.
- Westinghouse Range—page, color
- Fedders Quigan Air Conditioners—1/4 page
- May 21 Philco Refrigerator—spread, color
- Frigidaire Refrigerator—page, c.
- Kelvinator Refrigerator—page, c.
- Westinghouse Refrigerator—pg., c.
- Minneapolis Honeywell Automatic Controls—page
- New Home Sewing Machines—pg.

Permaglas Heaters—page

- May 28 Admiral Refrigerators—page, c.
- Fedders Quigan Air Conditioners—1/4 page

SMALLER APPLIANCES AND HOUSEWARES

- May 7 Schick Electric Shavers—page, c.
- Sherwin Williams Paints—pg., c.
- Westinghouse Bulbs—page, color
- O'Cedar Dri-Glo Furniture Polish—page
- Pyrex Ovenware & Flameware—page
- Camfield Toaster—1/2 page
- Dormeyer Fri-well—1/4 page
- Larvex—1/4 page
- Osterett Mixer—1/4 page
- Dazey Can Openers—56 lines
- Acme Paints—28 lines
- Roberts Smoothedge Carpet Grippers—14 lines
- May 14 Sunbeam Mixmaster—spread, c.
- Ekco Flint Cutlery—page, color
- Glidden Paint—page, color
- Dixie Cups—page
- G-E Sandwich Grill-Waffle Iron—1/2 page
- G-E Toaster—1/2 page
- Libbey Glassware—1/2 page
- Clorox—1/4 page
- Apex Moth Vaporizer—28 lines
- Excello Kitchen Towels—14 lines
- May 21 Sherwin Williams Paints—page, c.
- G-E Bulbs—page
- Dormeyer Fri-well—1/4 page
- Dazey Can Openers—56 lines
- May 28 Sherwin Williams Paints—page, c.
- Westinghouse Bulbs—page, color
- Club Aluminum Cookware—1/2 page, color
- Camfield Toaster & Coffeemaker—1/2 page
- American Thermos Bottles—1/4 pg.

Kisco Circular—28 lines

RADIOS, TELEVISION, RECORDS & INSTRUMENTS

- May 7 G-E Portable Radio—page, color
- RCA Victor Radio & TV—page
- Emerson Radio & TV—1/2 page
- Sylvania Radio Tubes—1/2 page
- Hammond Solovox—1/4 page
- May 14 Lester Pianos—1/2 page
- Philco Radios—1/2 page
- May 21 G-E Television—page, color
- Motorola Automobile Radio—page, color
- RCA Victor Radio & TV—page
- Magnavox Radio-Phonograph-TV—1/2 page
- Raytheon TV—1/2 page
- May 28 Arvin Radio & TV—1/2 page

HOME FURNISHINGS

- May 7 Lane Cedar Chest—page, color

sell more appliances every day!

KEEP **LIFE** AT POINT-OF-SALE



Over two and one-half years ago, Atlas rebuilt one full wall to feature continuously LIFE advertisers' display cards and their products.

- Simmons Beautyrest—page, color
- Pepperell Sheets—page
- Playtex Pillows—page
- Welsh Juvenile Furniture—1/8 pg.
- May 14 Cannon Towels & Sheets—s., c.
- Englander Mattress—page, color
- Koolfoam Pillows—1/2 page
- Pullmanaire Chairs—1/2 page
- Consider Willett Furniture—1/2 page
- Lane Cedar Chest—1/8 page
- May 21 Firestone Foamex—page, color
- Lane Cedar Chest—page, color
- May 28 Ostermoor Mattress—112 lines

JEWELRY, CLOCKS, WATCHES AND SILVERWARE

- May 7 De Beers Diamonds—page, color
- 1847 Rogers Bros. Silverplate—page, color
- Swank Jewelry—page, color
- Artcarved Diamond & Wedding Rings—page

- Holmes & Edwards Silverplate—page
- Marvella Pearls—1/2 page
- Movado Watches—1/4 page
- Krementz Jewelry—1/8 page
- Ronson Accessories—1/8 page
- May 14 Elgin Watches—page, color
- Watchmakers of Switzerland—page, color
- Ronson Lighters—1/2 page, color
- Keepsake Diamond Rings—1/2 pg.
- Westclox Clocks—1/4 page
- Krementz Jewelry—1/8 page
- Croton Watches—100 lines
- May 21 Holmes & Edwards Silverplate—page, color
- Mido Watches—page
- Parker Flaminair—page
- Vacheron-Constantin-Le Coultre Watches—page
- Delta Pearls—1/2 page, color
- Swank Jewelry—1/2 page, color
- Girard-Perregaux Watches—1/2 pg.

- 1881 (R) Rogers (R) Silverplate—1/4 page
- King Edward Silverplate—1/4 page
- Zodiac Watches—1/4 page
- May 28 Community Silverplate—page, c.
- G-E Clocks—1/2 page
- Ronson Accessories—1/8 page

GARDEN SUPPLIES

- May 7 Eshelman Lawn Tractors—14 lines
- May 14 Sunbeam Rain King Sprinkler—1/8 page
- May 28 Reo Lawn Mowers—page, color

SPORTING GOODS

- May 7 Wilson Sporting Goods—page, c.
- Rollfast Bicycles—1/4 page
- May 21 Spalding Dot Golf Balls—1/2 page, color
- Wilson Sporting Goods—1/2 pg., c.

STATIONERY REQUISITES

- May 7 AnSCO Film—page, color

- Eversharp Writing Instrument—page, color
- Gibson Greeting Cards—page, c.
- Parker Pens—page, color
- B.B. Pens—1/8 page
- Tackanail—14 lines
- May 14 Sheaffer Pens—page, color
- Wearer Pens—page
- Burroughs Adding Machine—1/2 pg.
- Merriam-Webster Dictionary—1/4 page
- Waterman Pens—1/4 page
- Beacon Cameras—1/8 page
- Heyer Office Supplies—1/8 page
- Mounties Photo Corners—14 lines
- May 21 Kodak Picture Taking—page, c.
- Royal Portable Typewriters—page, color
- AnSCO Film—page
- L. C. Smith & Corona Typewriters—1/4 page
- May 28 AnSCO Film—page, color
- Waterman Pens—page, color

*From *A Study of the Accumulative Audience of LIFE* by Alfred Politz Research, Inc. This study measures the number of people over age 10 who read a single issue of LIFE (\$3,950,000) and reveals how this audience accumulates—as occasional readers are added to regular readers—to a total of 62,600,000 different people, in thirteen issues.

LIFE

9 Rockefeller Plaza, New York 20, N. Y.

First in circulation
First in readership
First in advertising revenue
First with appliance dealers



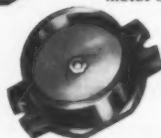
Major Electrical Contractor Cheers KLIXON Protectors as "Outstandingly Effective!"

NORFOLK, VA.: Archie L. Crockford, Service Manager of Caddell Electric Company, is unstinting in his appraisal of KLIXON Protectors. What's more, Mr. Crockford's authoritative experience is such that there's plenty of weight behind his words:

"As one of the largest fractional horsepower motor repair shops in the Norfolk area, we have found that KLIXON Protectors do an outstanding job. We are authorized service agents for nine nationally-known makes of electric motors, and repair approximately 10,000 motors per year from pumps, oil burners, washers, refrigerators and similar applications. In our opinion, KLIXON Protectors effectively prevent motor burnouts."



Manual
Reset



Automatic
Reset

KLIXON Protectors Maintain Customer Confidence by Preventing Motor Burnouts

The KLIXON Protectors illustrated are built into the motor by the motor manufacturer. They keep motors in such equipment as refrigerators, oil burners, washing machines, etc., working by preventing the motors from burning out. Reduce motor service calls and repairs... and give a boost to customer goodwill... by requesting equipment with KLIXON-Protected motors.

KLIXON
MADE IN U.S.A. U.S. PAT. 2,512,000

SPENCER THERMOSTAT
Division of Metals & Controls Corp.
2305 FOREST ST., ATTLEBORO, MASS.

Industry Leaders See Sales Slide If Excise Tax Proposal Is Passed

Trade association representatives
tell House hearing that imposition
of 25% levy will be discriminatory

Excise tax increases proposed by the Treasury Department came in for heavy fire from representatives of the radio-TV-appliance industry in mid-March as the House Ways and Means Committee began hearings on the proposals.

The hearings found retailers siding with manufacturers and union representatives agreeing with business executives in condemning the proposed 25 percent excise taxes. Here's what industry members told the committee:

Robert C. Sprague, president of the Radio-Television Mfrs. Assn.—Sprague gave seven reasons why the proposed tax should not be imposed. To begin with, he said, it would curtail radio-TV sales by approximately 40 percent. In addition, since a 10 percent tax has been in effect on TV sets since the start of the Korean war, it would be discriminatory to increase it, Sprague contended. Other points he made were: Congress has never before imposed excise taxes on an industry still in its developmental period; attempts to raise additional revenues from existing excises on a selective basis will aggravate present inequities; radio and TV are essential media of communications; the proposed tax will increase the cost of radio and TV to consumers and will discriminate against low income groups; an excise tax should not be used as a means of controlling the use of scarce materials.

Thomas F. Kelly, representing the Vacuum Cleaner Mfrs. Assn.—Kelly said that a 25 percent levy would put cleaners "beyond the reach" of most of the families that do not now own the appliance. The industry is already developing substitute materials so that a tax aimed at curtailing the use of such ma-

terials is unnecessary, he pointed out.

C. G. Frantz, president of Apex, representing the American Home Laundry Mfrs. Assn.—Frantz contended that the country soon must start drawing women from the home to replenish its labor pool and the extent to which they will be permitted to use household laundry appliances "will be a major factor in determining whether they can be freed for defense employment." He pointed out that credit curbs have already restricted the purchase of washers by some families and said that higher prices under the proposed tax would make such equipment still less available to wage-earners and farmers.

Walter F. Muhlbach of Florence Stove Co. and president of the Institute of Cooking and Heating Appliance Mfrs.—Muhlbach pointed out that cooking ranges and water heaters are the most essential of household appliances and that a tax on them is in effect a tax on food and bodily comfort. He labeled the tax "discriminatory" because it does not apply equally to all kinds of consumer goods and he questioned estimates that it would yield \$425 millions in additional revenue. He suggested that the committee approve an emergency tax on all manufactured consumer goods to be imposed from year to year at the lowest possible rates.

Mort Farr, Upper Darby, Pa., dealer and president of NARDA—Farr warned that increased taxes would launch a buying rush which would be followed by a serious slump in sales and he pointed out that the tax would place a new financial burden on dealers since additional capital would be required.

New Buick for Proctor Winner



KENNETH B. BENNETT, sales manager for Electrical Wholesale Supply Co., Jackson, Mich., gets congratulations from Proctor's Joseph Tiers, sales manager for distributor sales, as he takes delivery on the Buick he won in Proctor's 1950 BTO contest. Other top winners in the ambitious contest, were Emile Fossier of Interstate Electric, New Orleans, R. R. Dennis of Crouch Appliance Co., El Paso, and Harold Jenkins of Graybar, Columbus, Ohio.

THE INCOMPARABLE

Capehart

MAKES SELLING 4 WAYS EASIER!

1.

Finest cabinetry offered today—distinguished designs, heirloom quality

2.

Richer, clearer pictures from the famous CX-33 chassis

The CAPEHART "Virginian"
A Lee Stone design in Chippendale styling at its very best. Deeply paneled doors fold against sides. 17-inch rectangular tube for picture of photographic quality. Capehart Symphonic-Tone System.



3.

The fabulous Capehart Symphonic-Tone System, breath-taking sound, true fidelity

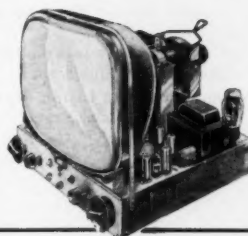
4.

priced realistically—to widen your market

GET NOT ONE but *four* chances at every customer! Show them Capehart, the finest instrument of all. Let them hear its breath-taking true-to-life sound... let them look at the brighter, clearer, sharper picture. Point out the fine details of the distinguished cabinet work, the craftsmanship construction. Then tell them how little it costs to own a Capehart. Ten-to-one you've made a sale!

New CX-33 Chassis

Produces sharpest, clearest, steadiest picture yet attained. Establishes new standards of performance. Gives new service-free operation.



The CAPEHART "Spinot"

Perfect combination of best features of table model and console. Beautifully finished in rich mahogany veneer. 17-inch rectangular tube for brighter, clearer pictures. World renowned Capehart Symphonic-Tone System.



CAPEHART-FARNSWORTH CORPORATION, Fort Wayne 1, Indiana

An Associate of International Telephone and Telegraph Corporation

If you're angling for extra profits, use these 2 lines!

1. THE WASHLINE is your market... 50,000,000 women strong (or, rather, weak)

With fifty million women still using washlines — but not liking it — the market for automatic dryers is tremendous! Get yourself set to tap this big market by moving in now with one of the best-known names in the home laundry field — Lovell. And Lovell's hard hitting sales line for drying units helps you do it.

Lovell introduced a dryer more than 10 years ago. Today Lovell makes tumble-type drying units for APEX, BARTON, CONLON, DEXTER, HAAG, HORTON, THOR, and others.

Let the washline and Lovell "sales line" help you catch extra profits now!

2. THE SALES LINE for the Lovell Drying Unit is your key to the market

- ***Ends the most back-breaking washday job!***
- ***Gives sweeter, fluffier, more sanitary wash than sun drying! (Tests prove it.)***
- ***Only the Lovell drying unit gives you all this:***

Fully automatic . . . no time clock necessary.

Automatic temperature shut-off . . . cuts heat waste.

Vacuum system of air flow. Minimizes lint accumulation within unit.

Preheating of air. Speeds drying, reduces operating cost.

Air-cooled cabinet. Parts are accessible for simple maintenance.

Lint trap with safety by-pass. Prevents clogging if user fails to empty lint trap.

No condensation inside dryer. No trickling water to rust parts.

Lovell's single-dial control provides full range of automatic control from damp to bone-dry.



**ELECTRIC
AND GAS**

DRYING UNITS... America's newest household blessing

LOVELL MFG. COMPANY, ERIE, PA. • ALSO MAKERS OF FAMOUS LOVELL PRESSURE CLEANSING WRINGERS

New Products

NOTE: Prices given are those prevailing at close of issue. Not responsible for price changes that occur between closing date and date of issue.



MANNING BOWMAN Mixer

Manning, Bowman & Co.,
Pratt & Miller Sts., Meriden, Conn.

Device: Manning Bowman super-powered-lightweight mixer.

Selling Features: Weighs less than 5 lbs.; can be used as a portable or a stationary mixer; upright design makes it possible to use in deep narrow pans such as double boilers; deep-well cookers, etc.; adjustable handle-top or side mounting as preferred; convenient for right or left hand use as well as tall or short people; horizontal design with handle at top eliminates possibility of hands coming close to heat or steam rising from hot foods; 3-speed switch knob near top designed for greatest ease of operation; is clearly marked for various speeds; narrow bowl—6 in. wide, keeps beaters in constant contact with batter at all times; bowl has 1½ qt. capacity; no splashing—motor body rests directly on chrome bowl collar which seals tightly when in use; easily stored, only 14 in. high and 6 in. wide; 2 heavy duty, removable beaters can be cleaned under faucet without removing; a.c. or d.c.; 150 watts, 110-120 volts.

Electrical Merchandising, May, 1951



HANDYBREEZE Window Ventilators

Chicago Electric Mfg. Co.,
6333 W. 65th St., Chicago, 38, Ill.

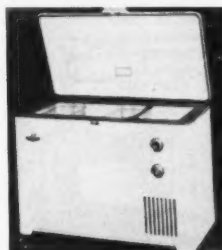
Models: Nos. 3332-N, 12 in.; and 3330-N, 10-in.

Selling Features: "Clearvue" transparent window-clear plastic panel allows daylight in, plus view of outdoors; easily installed, allowing free action of both windows; can also be inserted with thumb-screws for portable use from window to window; year-round ventilator, pulls out stale air or draws in cool refreshing breeze; fan swings inside its own frame for

quick-change from exhaust to intake without removing ventilator from window; panel-size to fit every window: 12-in. expands from 28 to 39 in. and is 16½ in. high; 10-in. expands from 22 to 28 in. (or with additional wing-panels, at extra cost, extends up to 39 in.) is 14½ in. high; counter-clockwise motor; 12-in. model moves 1040 cfm; 10-in. model, 800 cfm; motor is weatherized against exposure; all metal parts heavily chromeplated. A. C. only.

Prices: No. 3332-N, \$43.95; No. 3330-N, \$33.95.

Electrical Merchandising, May, 1951



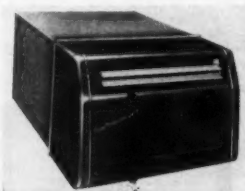
L & H Electro-Host Freezers

A. J. Lindemann & Hoverson Co.,
Milwaukee, Wis.

Models: 1951 Electro-Host home and farm freezers.

Selling Features: Available in 9-, 12-, 16- and 20-ft. capacities; equipped with baskets, dividers, separators for orderly convenient storage of foods; separate quick-freeze compartment; counterbalanced lid with automatic light, Fiberglass insulated; hermetically sealed units; automatic alarm and ice cube trays available as optional equipment.

Electrical Merchandising, May, 1951



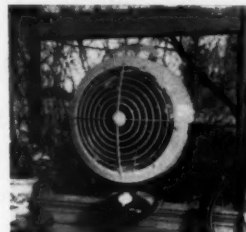
MAGIC CHEF Air Conditioner

American Store Co.,
1641 S. Kingshighway Blvd.,
St. Louis, 10, Miss.

Device: Magic Chef 1-ton room air conditioner.

Selling Features: Cools, dehumidifies, circulates, ventilates, filters and completely conditions up to 400 sq. ft.; delivers 9000 btus per hr., simple to install in any double-hung window—27 in. wide or wider; operates economically on minimum of current; walnut finish.

Electrical Merchandising, May, 1951



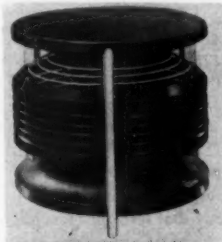
AIR-FLIGHT Circulator

W. W. Welch Co., 700 Glenn Blvd.,
Cincinnati, O.

Device: No. 4 Air-Flight circulator.

Selling Features: Suitable for use on desk, floor, wall or window; swivel base permits circulator to be turned in a 180 deg. arc, providing cool air intake or hot air exhaust at twist of wrist; knobs on either side adjust fan to desired angle; may also be placed on floor for upward air direction; base is slotted for wall hanging; easy-to-use base plates provided for slip-in mounting in sash or casement windows; air is directed through blades by means of streamlined front and rear grilles plus louvers on both sides; deep pitched aluminum blades; "floating power" motor mounting eliminates noise; 1/30 h.p. motor; 3 speeds—900, 1200 and 1450 rpm; 20 in. high, 18 in. wide and 9½ in. deep; grey molded plastic housing; permanently attached handle; weighs less than 10 lbs.

Electrical Merchandising, May, 1951



FASCO Floor Fan

Fasco Industries, Inc., Rochester, 2, N. Y.

Model: Fasco floor fan No. 40.

Selling Features: Draft-free, floor fan for homes and offices; draws cooler, low-level air and spreads it evenly through room; solid base prevents floor dust from being picked up and circulated; protective guards top and bottom; 10-in. deep-pitched blades; 2-speeds for variable air volume air volume; all-metal construction; die-cast legs; cones of aero-dynamic design distribute air smoothly at 2100 cfm; heavy-duty motor resilient mounted for quiet operation; mahogany and bronze finish; chromeplated guard rings; 110-120 volts, 60 cycle, a.c.

Electrical Merchandising, May, 1951



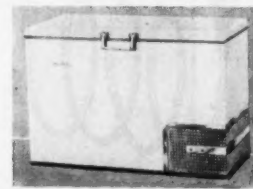
CARRIER Packaged Air Conditioners

Carrier Corp., Syracuse, N. Y.

Models: 5 packaged Weathermaker air conditioners for stores, suites of rooms, etc.

Selling Features: Available in 3, 5, 7½, 10 and 15 h.p. sizes; Carrier Humitrol, introduced last year, permits higher rate of dehumidification on extremely humid days, has been retained on all models; controls simplified so that single control operates Humitrol on each model; all models are adaptable to plenum or duct air distribution; heavier h.p. fan motors on 2 larger units; new drive assembly providing increased fan speeds are also optional features on the 10 and 15 h.p. models; cabinet finish has been changed from beige to surf green with silver nameplates; fibreglas insulation; all models equipped with hermetic, spring-mounted compressors, sealed against dirt, moisture and air.

Electrical Merchandising, May, 1951



WILSON Freezers

Wilson Refrigeration Inc., Smyrna, Del.

Models: FC-82, FC-152 and FC-240 chest type freezers.

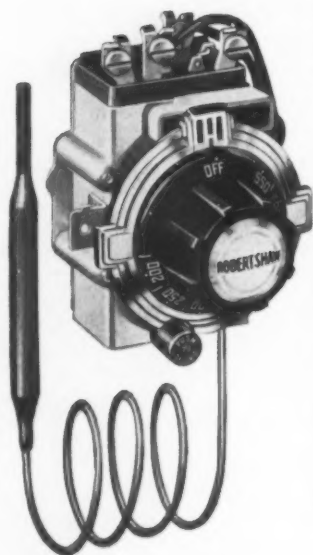
Selling Features: FC-82 has 8.07 cu. ft. capacity; freezes 280 lbs. food; single lid; FC-152 has 15.24 cu. ft. capacity or 525 lbs. food; single lid model; and FC-240, double lid model has 23.53 cu. ft. capacity of 820 lbs. food. All models have wrap-around freezing walls—entire life-time aluminum inner wall surface refrigerated; positive cold seal—plastic breaker strips trim top inside edges of freezer and provide frost-resisting seal; high-density, semi-rigid Fiberglass insulation; 3 light-weight "handy baskets" on aluminum slide rails; automatic interior lighting; automatic safety signal; feather-light lid action; recessed toe space; smooth top for table-high work surface; Tecumseh hermetically-sealed condensing unit.

Electrical Merchandising, May, 1951

This Robertshaw® THERMOSTAT AUTOMATICALLY

**CUTS OUT
AT OVER TEMPERATURE**

**STAYS OUT
UNTIL MANUALLY RESET**



1 CYCLES AS THERMOSTAT



2 AUTOMATICALLY CUTS OUT AT SET LIMIT



3 STAYS OUT UNTIL MANUALLY RESET

Combines temperature control with single pole switch. Current is automatically cut off and switch is locked in open position if temperature at any dial setting, through any cause, exceeds temperature range of control by approximately 7% in liquids or 12% in air. Switch remains open until closed by manual reset button. Design permits mounting control in any one of four positions. Standard size bulbs and capillary tube lengths give great flexibility to meet required heat ranges and installation needs. In direct or reverse acting models.

Write for full information.

In Home and Industry EVERYTHING'S UNDER CONTROL

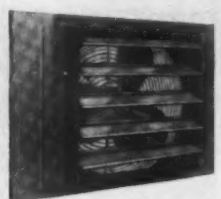


Robertshaw

THERMOSTAT DIVISION
ROBERTSHAW-FULTON CONTROLS COMPANY
YOUNGWOOD, PENNSYLVANIA

ELECTRICAL APPLIANCE NEWS

New Products



KISCO Window Fan

Kisco Co., Inc.,
2400-40 DeKalb St., St. Louis, 4, Mo.

Device: Kisco weather-proof window fan.

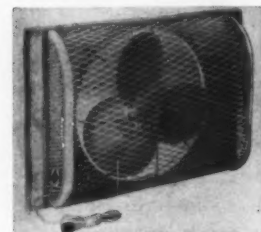
Selling Features: Can be installed and left in window permanently regardless of weather or season; features automatic shutter which opens wide at flick of switch to let hot inside air pass through; when fan is turned off shutters close in a seal-tight manner; automatic shutter eliminates need for window screens; deep-pitched 20-in. blade, 2 speed control; adjustable side panels; gray finish.

Price: \$72.95 including tax.

Electrical Merchandising, May, 1951

strip of BH "750" Fiberglas sleeving, tubular in shape with 1/8 in. inside diameter and approximately .030-in. wall thickness; heat resistant; flexibility makes it suited for this application; oven heat does not impair it; will not bake or dry out even after long periods of exposure to high temperatures; non-fraying; abrasion resistant and will not crack or split under mechanical vibration; oven door closes on this strip of braided Fiberglas, sealing in heat and keeping temperatures even through oven; no porcelain-to-porcelain contact.

Electrical Merchandising, May, 1951



FRIGID Window Fan

Circulators & Devices Mfg. Corp.,
128-168 32nd St., Dept. EM,
Brooklyn, 32, N. Y.

Model: No. WR-20, 3-speed reversible window fan.

Selling Features: Serves as exhaust fan to remove stale or smoke laden air, or at flick of switch becomes an intake fan; fits any window; easy to install; telescoping side panels adjustable for windows from 28 to 34 in. wide; displaces 3520 cfm; 20 in. aluminum propellers; 3 quiet speeds- 600, 800 and 1000 rpm; 6 1/2 in. deep.

Electrical Merchandising, May, 1951.



ANKER Sewing Machine

Anker Corp. of America,
49 W. 27th St., New York, N. Y.

Device: Anker Zig-Zag sewing machine.

Selling Features: Stitch-O-Meter permits home sewer to make variety of stitches and operations without use of attachments, such as hemstitching, blindstitching, sewing buttons, buttonholes, darning, mending, monogramming, applique, etc.; built-in precision gears permit rapid changing without stopping machine; sews over pins; features simple drop feed adjustment, tip-out race adjustment; airtight grease filled gear box; standard type oscillating hook and bobbin case; standard interchangeable parts; non-moving race, automatic bobbin winder with gears and a pin cushion.

Electrical Merchandising, May, 1951



WESIX Wall Heaters

Wesix Electric Heater Co.,
390 First St., San Francisco 5, Calif.

Device: Wesix automatic wall furnaces.

Selling Features: Lines are vertical, in keeping with modern home design; air flow has been increased to allow even, normal circulation without turbulence; built-in thermostat located in center of incoming air stream for most accurate and sensitive temperature regulation; provides radiant plus circulating heat; heat deflectors direct heated air into room away from wall; secondary air flow keeps walls cool; 2 or 3-heat control, each operating one or more elements depending on size; low mounting for warm floors; "electric chimney" provides warm air circulation at about 200 ft. per min.; cradled heating coil supported for entire length in ceramic grooves; hammertone finish; patented bi-metal thermostat; available in sizes from 1250 to 8000 watt capacities.

Electrical Merchandising, May, 1951



BENTLEY-HARRIS Oven Seal

Bentley, Harris Mfg. Co.,
10 Hector St., Conshohocken, Pa.

Device: Bentley-Harris "miracle oven seal" as featured in new Westinghouse ranges.

Selling Features: Oven seal is a

Chosen by the Experts!

Comparative Test Again Proves Sylvania Television Engineering Leadership!



GEORGE MAHER
Executive Secretary
National Association
of Broadcast Engineers
and Technicians



National Association
of Broadcast Engineers & Technicians

NATIONAL OFFICE
ROOM 242 - 20 EAST JACKSON BOULEVARD
CHICAGO 4, ILLINOIS
WABASH 2-2422

March 30, 1951

Mr. J. K. McDonough
Sylvania Electric Products Inc.
Radio and Television Division
254 Rano Street
Buffalo 7, N. Y.

Dear Mr. McDonough:

It occurred to me that you will be interested in a recent comparative test which we conducted of leading television sets.

We were contemplating the purchase of a television set for the lobby of our headquarter offices here in Chicago.

We lined up the sets made by various manufacturers and subjected them to the most careful analysis and tests. The result was that we decided to buy a Sylvania set. It was apparent to all of us that the picture of the Sylvania was outstanding.

The effect of this decision has been rather significant within our own organization. I understand that several of our officials have chosen Sylvania sets for their own homes.

Since these tests were carried on entirely within our own organization, we believe that credit should be given where credit is due for your excellent engineering achievement.

I may add that no one connected with Sylvania had any part in arranging these tests nor in the conclusion which was reached.

Sincerely,

George Maher

GEORGE MAHER
Executive Secretary

GM:k

Demonstrate with a SYLVANIA! It Means Profit to You!

See! Hear! Compare! Sell SYLVANIA!

For Name of Your Nearest Sylvania Television Distributor, Contact
Sylvania Electric Products Inc., Radio & Television Division, 254 Rano Street, Buffalo 7, New York

THERE'S NO SEASON

Steady

is the word for
retail sales of the

REGINA

POLISHER AND SCRUBBER



You can depend on
YEAR-ROUND SALES
when you give Regina
YEAR-ROUND PROMOTION
DISPLAYS, SELLING EFFORT!



ADVERTISE-CAPITALIZE
the extensive national campaign on
AMERICA'S NO. 1
POLISHER AND SCRUBBER

Complete for polishing,
scrubbing, buffing

\$6450

from coast to coast

SANDING, EDGING AND RECONDITIONING EQUIPMENT ALSO AVAILABLE

Also producers of Industrial Twin-Brush Floor Machines

THE REGINA CORPORATION, Rahway 2, New Jersey

Please send: Name and address of distributor
for my territory ☐ Regina Polisher dealer helps ☐

STORE NAME

ADDRESS

CITY AND ZONE

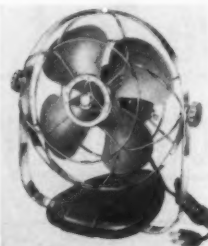
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SIGNED

PAGE 138

ELECTRICAL APPLIANCE NEWS

New Products



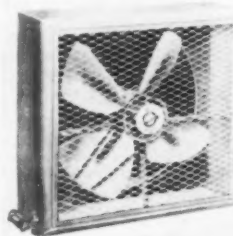
HANDYBREEZE Pin-Up Fans

Chicago Electric Mfg. Co.,
6333 W. 65th St., Chicago, 38, Ill.

Models: No. 3320-N and 3308-N Pin-Up fans.

Selling Features: No. 3320-N is a 10 in. model and No. 3308-N an 8-in. model that can be pinned up on the wall out of reach of inquisitive fingers for nursery, playroom, kitchen or other limited space areas; can be transformed from wall fan to table or floor circulator using pin-up plaque as triangular stand; fan swings in cradle in a complete arc to direct breeze at any angle; large side-knobs adjust easily; counter-clockwise motor; 10-in. fan delivers 800 cfm; 8-in. size delivers 580 cfm; a.c. only; frost-gray and chrome trim.

Prices: 3320-N, \$13.95; 3308-N, \$9.95.
Electrical Merchandising, May, 1951



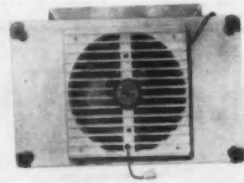
FRIGID Attic Fans

Circulators & Devices Mfg. Corp., 128-168
32nd St., Brooklyn, 32, N. Y.

Device: Frigid window attic fans, WR-24 and WR-30.

Selling Features: Completely enclosed—grill in front and back; electrically reversible by flick of switch; may be used for upper and lower windows or as an attic fan; simple to install; available in 2 sizes: WR-24 with 24-in. blade has approximately 5560 cfm capacity; and WR-30, 30-in. blade has approximately 7125 cfm capacity; hammertone finish; comes complete with cord, plug and brackets.

Electrical Merchandising, May, 1951



FASCO Ventilators

Fasco Industries, Inc., Rochester, 2, N. Y.

Device: Fasco Porta-Vent casement window ventilators Nos 861, 862, and 863.

Selling Features: Suitable for steel

casing and wood sash windows; completely portable exhaust ventilator; easily installed—no wiring or wall switch needed; doesn't interfere with window operation; weatherproofed and insect-proof; rubber-sealed door is closed when fan is not in use; pull chain controls door and switch simultaneously changes air in average room every 3 min., exhausting 405 cfm; 8 in. blade; quiet induction motor; no radio or TV interference; baked white enamel finish on mounting plate and removable grille; all over inside grille with narrow openings; No. 861 replaces glass pane 16 x 11 1/2 in. No. 862 replaces pane 17 1/2 x 10 1/2 in. in steel casement windows with safety lugs and weathertight gasket; for wood sash windows No. 863, 11 1/2 in. high adjusting from 27 1/2 to 40 in. wide, fits above lowered upper sash; 110-125 volt, 60 cycle, a.c.

Electrical Merchandising, May, 1951



SELECT-AIRE Deodorizer

Linda Mfg. Co., 110-112 Railroad Ave.,
Jersey City, N. J.

Device: Select-Aire deodorizer.

Selling Features: Deodorizes and scents air using air discs impregnated with odor-destroying scents formulated by Dupont; scents available in choice of Spice; Garden Fresh; Floral Bouquet; and Woody; a disc lasts for 30 days of continuous use; heavy brass housing 7 1/2 x 4 in. finished in baked crinkle enamel; weighs 21 lbs.; equipped with silent, 1.7 watt motor equipped with self-aligning bronze bearings; operates on 115 volts a.c. suitable for use in restaurants, kitchens, showrooms, doctors offices, schools, beauty salons, homes, etc.

Price: \$14.95 Refills, \$1, apiece.

Electrical Merchandising, May, 1951



FASCO Desk Fan

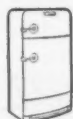
Fasco Industries, Inc., Rochester, 2, N. Y.

Model: Fasco desk and bracket oscillator, No. 124.

Selling Features: Has 12 in. aluminum blade; 2-speeds; 840 cfm at high speed; oscillating mechanism totally enclosed in motor case, easily adjusted for straight-blow operation; quiet 4-pole induction motor; no radio or TV interference; Aluminol safety guards; duo-tone gray finish; 110-120 volts, 60 cycles, a.c.

Electrical Merchandising, May, 1951

MAY, 1951—ELECTRICAL MERCHANDISING



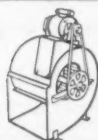
REFRIGERATORS



WASHING MACHINES



DRYERS



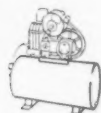
FURNACE BLOWERS



OIL BURNERS



STOKERS



WATER PUMPS



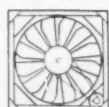
GASOLINE PUMPS



COMPRESSORS



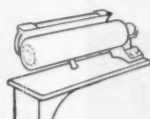
HOME WORK SHOPS



FANS (Ventilating)



DISHWASHERS



IRONERS



OFFICE MACHINES

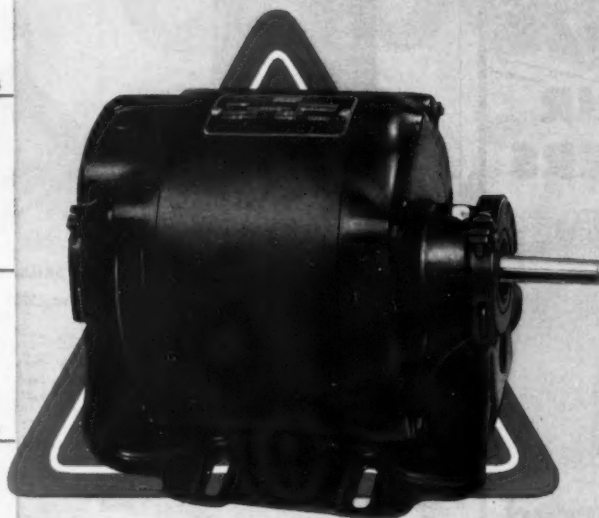


FEED GRINDERS



SEPARATORS

DELCO MOTORS



the best
running mate
your product
can have!

Good motors are the best assurance of good service from appliances. Every year, Delco motors prove their durable quality on millions of appliances.

But there's another important reason why so many manufacturers prefer to deal with Delco. Today's fast-changing markets often necessitate equally fast changes in motor specifications or delivery dates. Delco has the facilities and know-how to accommodate these revisions . . . to deliver what is needed on time—all the time.

It is easy to understand why more and more manufacturers are turning to Delco—the best running mate your product can have.



DELCO MOTORS

DELCO PRODUCTS

Division of General Motors Corporation, Dayton, Ohio

SEE YOUR LOCAL DELCO MOTOR DISTRIBUTOR

Three GOOD REASONS WHY...



SNO-BREZE AIR COOLERS



... are preferred EVERYWHERE!

- 1 Forty-two years of air-conditioning know-how back every Sno-Breze—a perennial leader.
- 2 Sno-Breze is field performance tested for complete customer satisfaction—a worthy favorite of architects, engineers, and builders.

and now

- 3 Sno-Breze has been awarded the Good Housekeeping Seal of Approval and Guarantee—the buying guide of millions for securing the best product value—a climaxing vote of confidence for America's No. 1 cooler—Sno-Breze.

Note: The tremendous, ever-increasing demand for Sno-Breze through our established outlets limits new franchises to certain markets. You may be located in one of these areas. SO WRITE TODAY for further information on this lucrative line.

PALMER MANUFACTURING CORPORATION

DEPT. M-1

Phoenix • Los Angeles • Lubbock & Dallas, Texas

ELECTRICAL APPLIANCE NEWS

New Products

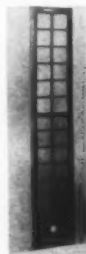


CARRIER Room Air Conditioners
Carrier Corp., Syracuse, N. Y.

Models: 3 improved window sill room air conditioners: Carrier "72", "106" and "130".

Selling Features: Features simplified installation and easy removal for inspection and a new copper beige cabinet; hinged cradle-type mounting reduces installation procedure to placing of a few screws for the hinge and outboard supports; entire air conditioning unit slides easily in or out of mounting for inspection and servicing; cradle itself can be removed by releasing wing nuts on outboard supports and pulling pins or hinge, or it can be swung inward to window can be lowered for washing; Carrier Humitrol for increased dehumidifying capacity is available as optional accessory on all models; for 24 hr. operation the "72" will handle cooling loads up to 7200 btus per hr; the "106" up to 10,600 btus; and the "130" up to 13,000 btus. the unit provides cooling, dehumidification, air filtering, circulation and ventilation; designed for year-round use; may be switched to filtered ventilation and circulation only when cooling and dehumidification are not required; all units have hermetic-type compressors; adjustable outlet louvers for wide range of draftless air diffusion; replaceable extra size filters; sound-proofed cabinets for quiet operation; copper beige cabinet.

Electrical Merchandising, May, 1951



ELECTRIGLAS Radiant Heat Panel
Appelman Glass Works, Bergenfield, N. J.

Device: Electriglas Radiant Heat Hi-Panel.

Selling Features: Designed to provide space-thrifty heating unit for bathroom or other place where space is limited; height 36½ in. designed for head-to-toe heating; provides instant, automatic radiant heat; built-in thermostat or a separate wall thermostat available; when dial is set constant temperature is automatically maintained at desired level for hours or months; easily installed; only 10½ in. wide; for 110-220 volts, 1000 watts, 3413 btus; surface of glass reaches approximately 300 degs. F; unit consists of 2 glass panels encased in frame with silver-hammered finish; back surface contains chemical element

fused into it; no pipes, boilers, radiators.

Electrical Merchandising, May, 1951.



SKILSAW Tool Kit

Skil saw Inc., 5033 Elston Ave., Chicago, 30, Ill.

Device: New Skil home shop power chest No. 582.

Selling Features: Designed to give a complete household workshop in one compact kit. Contents of power chest includes No. 517 sander-polisher; 3-in. grinding wheel, arbor adaptor, lambs-wool bonnet, 3 sanding discs, ½-in. hex-key drill chuck, horizontal bench stand; set of 7 twist drills, rubber pad, steel backing disc and a pint can of Skil auto polish all packed in steel carrying case; sander-polisher has 3000 rpm, weighs 4 lbs; has 6-in. diam. sanding or polishing surface; chest can be used as free-hand tool or a power unit for bench stand sanding and grinding; complete kit weighs 17½ lbs. optional accessories are also available.

Electrical Merchandising, May, 1951

BRIEFS

A. Y. McDonald Mfg. Co., Dubuque, Iowa, now has in production a new Hydro-Jet pump model, series 2500, featuring single stage horizontal; single passage monoflow, insertable volute; 1 moving part; interchangeable for deep or shallow well.



F. E. Myers & Bros., Ashland, O. announces The Softmaster, a new automatic water softener. Easy to regenerate—simply push button located anywhere in house and electrical controls complete the entire regeneration cycle. Automatic by-pass permits water to be drawn at any outlet during regeneration for any emergency. No salty water can enter house lines; water level in brine tank is accurately controlled by 2 feeler electrodes which prevents salt from creeping up sides of tank. Double Check system has been added to eliminate gravel bed. This allows 44% more Zeolite in mineral tank. Heavy gauge steel, galvanized inside and out with 2 coats of white enamel. Available in 3 sizes and 2 Zeolites.

...IN OREGON...EVERYONE AGREES...



choose Hamilton

the Original Automatic Clothes Dryer



Mrs. Harry Weber, a leading Portland, Oregon homemaker, says:

"My Hamilton Dryer is the one appliance in my home that I could not possibly do without. It has saved me hours of time, and certainly fluff dries my clothes so they are softer and whiter. I am very thankful to Lipman's, the Hamilton dealer who taught me how to dry my clothes the Hamilton way, ready to iron or put away."



Lipman's, Portland, Oregon Hamilton Dealer, says:

"The Hamilton Clothes Dryer franchise is one of the most valuable franchises we have ever had. Public acceptance is tremendous. The salesmen like to demonstrate the dryer, and we appreciate the Hamilton sales promotion and advertising help that is supplied by F. B. Connely Company of Oregon, my Hamilton distributor."



Gas and Electric Models



Mr. Frank C. Porter, Vice President and General Manager, Portland, Oregon Distributor for Hamilton, says:

"It is no wonder that our dealers value the Hamilton franchise so greatly. Substantial profit margin and low service cost, have given Hamilton leadership in the Northwest area. We are proud that our company is associated with the leader in the dryer field."



HAMILTON MANUFACTURING COMPANY
Two Rivers, Wisconsin

In city after city, experience has taught
retailers that the Post is the live-wire
salesman for every electrical appliance



HOWLAND'S, Bridgeport, installed a special Post-General Electric window.

Plug *into* **POST** *for* high-powered sales!



KRESGE-NEWARK cleans up with a Post-Westinghouse Laundromat and Clothes Dryer Promotion.



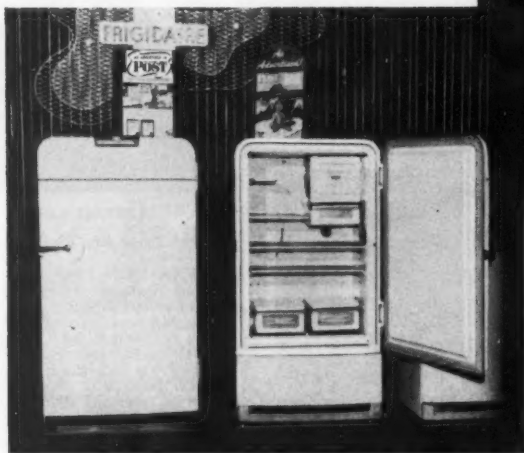
FAMOUS BARR, St. Louis, uses the Post to perk sales of Cory Coffee Makers.



FORBES & WALLACE, Springfield, Mass. "Do it with Lewyt," plus the Post.



GIMBELS, Philadelphia, displays Magnavox ads at point of purchase to push radio-phonographs and TV sets.



GERTZ, Jamaica, N. Y., puts the heat to Frigidaire sales with the Post.



The Post's Item Promotion Kit has boosted sales of electrical appliances all over the country. Quick and easy to use, it enables dealers to plan ahead to tie in with ads appearing in The Saturday Evening Post. (See examples on this and opposite page.) Now a special service goes to the nation's top electrical distributors. It contains advance notice on appliance ads to appear in the Post, helpful hints for selling more goods, and reports on successful promotions. These extensive merchandising services are one of the reasons why the Post carried more household-appliance advertising last year than any other magazine.

-gets to the
heart of America

ELECTRICAL APPLIANCE NEWS

New Products

NON-ELECTRICAL



SWING-A-WAY Can Opener

Swing-A-Way Mfg. Co., 4100 Beck Ave.,
St. Louis, 16, Mo.

Device: Swing-A-Way left-handed can opener.

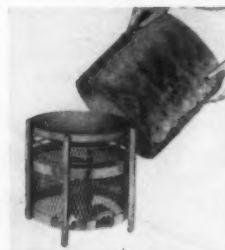
Selling Features: Has all features of regular right-handed model—syncro-gear drive, shock-proof assembly; 5-position bracket; choice of colors.

Electrical Merchandising, May, 1951

more than half the pots and pans are less than 7 in. in diam.; Bakelite handles with hang-up holes; packaged in handy display gift box.

Price: \$5.95.

Electrical Merchandising, May, 1951



BERNS Kov-R-Fan

Berns Mfg. Corp.,

3050 N. Rockwell St., Chicago, 18, Ill.

Device: Kov-R-Fan hassock cover for Berns Air King floor circulator.

Selling Features: Designed specifically to fit over Air King economy floor circulator converting it to useful hassock for year-round use; plastic coated Feltone, will not crack, peel or chip; 2-tone pattern in red, green or blue with diamond embossed design and 4 horizontal stripes of white piping; 1/2 in. Tufflex pad seat.

Price: \$4.95.

Electrical Merchandising, May, 1951



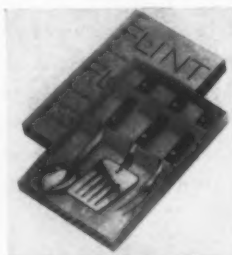
GENEVA Kitchen Cabinet

Geneva Modern Kitchens, Inc.,
Geneva, Ill.

Device: Geneva automatic "merry-go-round" corner cabinet.

Selling Features: Door and shelves revolve at slight touch; insulated door closes automatically and opens quietly; steel cabinet; mar-proof enamel finish; required 36 in. on each wall; 2 shelves are welded to door and supported on chrome steel shaft which revolves on ball bearing; shelves have a 24 in. diam., are 1 1/2 in. deep rolled edge.

Electrical Merchandising, May, 1951



EKCO Kitchenette Set

Ekco Products Co., 1941 N. Cicero Ave.,
Chicago, 39, Ill.

Device: New Kitchenette Set for small kitchen utensils.

Selling Features: Package of small sized fork, turner and stirring spoon for small economy kitchens where

sanding attachment and a hedge clipper attachment both of which fit all popular 1/2 in. electric drills. The sander is portable, easy to assemble and has a standard 21-in. sanding belt. The hedge clipper is also lightweight, portable and efficient.



Thordarson announces a new low cost automatic voltage regulator to protect motors and appliances from damage resulting from line voltage fluctuations. Especially needed in rural areas for pumps, "Power-Guard" also provides correct voltage for refrigerators, washers, TV and radio sets. Uses power transformer with tapped windings. One model adds 25 volts to output when line input drops to 95 volts; will also automatically step-down 25 volts if line surge exceeds 130 volts.

West Bend Aluminum Co., West Bend, Ind., announces its Flavo-Matic coffee percolator now available in a choice of colors: delphinium blue, gold or wild plum; the color is applied to the aluminum by special electro-finish process and will not rub off or chip. Known as "Color-Glo Flavo-Matics," they will retail for \$13.95. The regular polished aluminum mod-

LIGHTING



STOVALL Lamps

General Lamps Mfg. Corp., Elwood, Ind.

Device: Stoval range lamps.

Selling Features: Fits practically all makes of stoves with 1 1/2 in. or wider backsplash; easy to attach; also comes with keyholes in back to attach to walls; models are also available to fit narrower backsplashes; white baked enamel finish with chrome trim; 20 different types and styles available in line.

Electrical Merchandising, May, 1951



ELECTROFILM Picture Heater

Electrofilm Corp., 7116 Laurel Canyon
Blvd., North Hollywood, Calif.

Device: New picture heater.

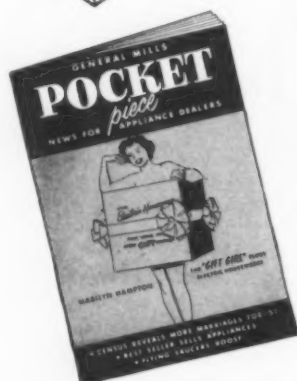
Selling Features: Can be hung on wall or set in detachable base for use on floor beside deck, crib or chair; new type element permits entire surface of picture to radiate heat; 180 watts; 16 x 20 in.

Electrical Merchandising, May, 1951

BRIEFS

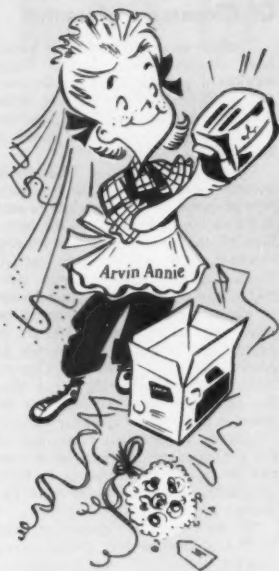
U. S. Lite-Ray Co., Dayton, Ohio, announces a direct pressure water system No. 2100 with a capacity of 250 gal. per hr. especially designed to pump water direct from wall giving user fresh water instantly at turn of faucet. No storage tank necessary. Equipped with a 1/6 h.p. capacitor motor with overload protector, it is said to be an ideal package unit for cottages, lake homes, etc.

Two new items are announced by Universal Machine Co., 537 N. Brad-dock Ave., Pittsburgh 21, Pa., manu-facturers of "Wil-Du" products—a



Get a FREE
SUBSCRIPTION to
POCKET piece-lively
appliance news
digest published
by General Mills.

Send name and address to:
GENERAL MILLS APPLIANCE DEPT.
1620 Central Ave., Minneapolis 13, Minn.



Arvin Annie says:

**Sell the most needed,
most wanted bridal gifts!**

... Electric Housewares!

Ask any bride-to-be what gifts she *needs* most, *wants* most. Chances are 10-to-1 she'll name electric housewares—an automatic toaster for perfect breakfast toast . . . a Lectric Cook for quick lunches, midnight snacks . . . an electric iron for smoother, faster, better ironing of *his* shirts.

Build a bigger, more profitable bridal gift volume

—not only in June but throughout the year—by featuring Arvin Electric Housewares, and tying in with NEMA's great gift promotion plan.

Your customers will recognize the sheer logic of giving these handsome presents of daily use—a constant reminder of the giver—that go on reminding year after year after year.

We will continue to recommend 40% discount on master carton quantities.

Arvin
ELECTRIC HOUSEWARES



Arvin Automatic Toaster

\$24⁹⁵



Arvin Lectric Cook

\$29⁹⁵



Arvin 5-Year Guarantee Automatic Iron

\$11⁹⁵



Arvin 5-Year Guarantee Dual-Control Iron

\$14⁹⁵



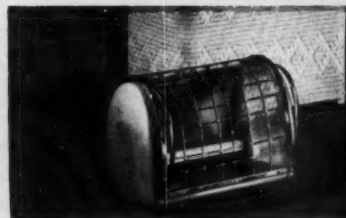
Arvin Cool-R-Hot Electric Fan-Heater

\$21⁹⁵



Arvin Fan-Forced Electric Heaters

\$11⁹⁵ to 15⁹⁵



Arvin Radiant Heater

\$11⁹⁵



Tie in with the great gift promotion plan of the Electric Housewares Division of N.E.M.A.

Order your Free N.E.M.A. Retail Display Kit from Electric Housewares Section, National Electric Manufacturers Assn., 155 East 44th Street, New York 17, N. Y.

Electric Housewares Division • ARVIN INDUSTRIES, Inc., • Columbus, Indiana
(Formerly Mobilite-Sports Industries, Inc.)

Nationally Advertised in Ladies' Home Journal, Saturday Evening Post, Better Homes & Gardens, Woman's Home Companion, Woman's Day, Successful Farming

GET IN ON ...

the Greatest Promotion in the Range Industry



RATE YOUR RANGE...

How close does it come to

Perfection

Here's your opportunity to rate your present or your future gas range! Check this list of important features... see how close the range you have in mind comes to Perfection. (Score sheets for electric and oil ranges appear in other advertising or can be obtained by writing.)

THE BUYERS:

- Three different sizes for efficient use of heat, whatever the utensil size ☐
- Safety-lock control valves with set positions for high and simmer ☐
- Made of durable stainless steel with a lifetime guarantee ☐
- Feather-weight, no larger than teacups ☐
- Lift out easily... all four can be washed in the dishpan at the same time ☐
- Removable, washing and replacing ☐

- All white porcelain lining—clean and bright (blue if preferred) ☐
- Totally automatic. Oven turns on and off by clock controls ☐
- Safety-catch racks, no danger of pans sliding when racks are pulled out ☐
- Removable rack-holders, leave glass-smooth interior for easy cleaning ☐
- Automatic & manual inside light control ☐
- Window in oven for easy viewing ☐
- Heavy insulation for fuel economy and kitchen comfort ☐

SALES/STAFF:

- Plan to sell separate range control ☐
- Plan to sell separate range control ☐

SCORE: RATING: (each check mark counts 3 points)

100— a perfect rating... means you own a Perfection... the only gas range with all the features!

70-99— an average rating... with this range you do as much work as the range you're testing for less than Perfection!

40-69— a below-average rating... you work harder than the range... it's low in efficiency and conveniences... a far cry from Perfection!

10-39— definitely under-average! You'd better look at a Perfection Gas Range today!

PERFECTION STOVE COMPANY
7229-A Platt Avenue • Cleveland 4, Ohio



There's a new sales-making idea in the range field which does the slickest selling job you've seen in a long time. It's Perfection's "Rate Your Range" series of ads that will have homemakers all over America checking gas, electric or oil ranges to find out "how close they come to Perfection". Make sure this campaign works for you! Get a supply of these detailed check lists for your customers from your Perfection salesman—or by writing directly. They're truly terrific sales-stimulators!

You'll find them enlightening, too, when you check the features of the ranges on your floor against those Perfection offers! You'll find...

You can't beat
Perfection
Gas...Electric...
Oil Ranges

PERFECTION STOVE COMPANY
7229-A Platt Avenue • Cleveland 4, Ohio

VCMA Urges Consideration Of Cleaners as Essential

There is no substitute for the household vacuum cleaner or the many services it performs. That's the contention of the Vacuum Cleaner Mfrs. Assn. in a recently published brochure titled "Why the Vacuum Cleaner is Essential."

"The producers of household vacuum cleaners," says the brochure, "are prepared to play our rightful part in the defense program... the members of this industry firmly believe, however, that Washington action which might directly or even indirectly lead to premature curtailment of vacuum cleaner output would be detrimental to our national welfare in general and to home-front morale in particular. The Vacuum Cleaner Mfrs. Assn. consequently urges that the fullest possible consideration be given to the essentiality of the vacuum cleaner to the end that production of this appliance may continue for as long and in as great volume as is fully compatible with the objectives of the defense program."

To back up its contention, the VCMA points out that cleaners save time for women, save energy, help protect human health and protect hard-to-replace household furnishings.

General Motors Publishes Booklet on Refrigeration

A 93-page booklet on how a modern refrigerator works has been published by General Motors and is available in limited quantities to schools, colleges, libraries and other educational institutions. Called "A to Zero of Refrigeration", the booklet tells the story of refrigeration in interesting, non-technical language. The book contains 118 illustrations in color.

One Lamp—Many Colors

Exclusive rights to a novel fluorescent lamp which is able to present a variety of colors in various pastel shades at the same time have been acquired by Duro-Test Corp., North Bergen, N. J.

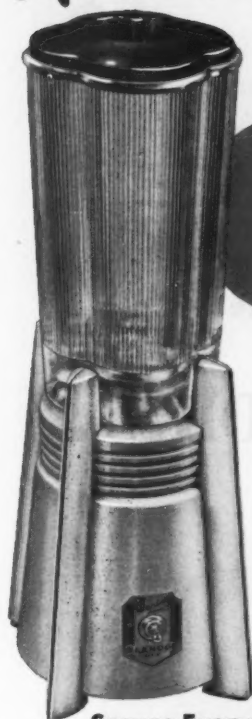
The new lamp was invented by Paolo Sereno, an Italian scientist, and is patented in both the United States and Italy.

Duro-Test officials would not comment on the anticipated uses to which the lamp light be put but president Walter H. Simson predicted that it would "open an entirely new field in fluorescent lighting."

Journal of Commerce Publishes Guide to Government Controls

The New York Journal of Commerce has begun publishing a weekly "controls service" which indexes and digests government orders on prices, production and distribution. The service includes "master" editions of a controls guide published every six weeks and weekly summaries designed to keep the master edition up to date. The weekly service costs \$25 per year. Master editions of the guide are \$1 each.

RING UP SALES with Waring and Durabilt



THE AMAZING Waring Blendor

The kitchen appliance that is revolutionizing the nation's meal preparation habits! Makes delicious food and drink servings easier, faster, and more economical.

Wide Sales Appeal

While dealers everywhere have found the WARING BLENDOR a *best seller* as the ideal all-round gift... the gift that is different... progressive dealers are fast learning to cash in, too, on its year-round sales appeal as a *must* appliance for everyday household use.

Serves Everyone in the Family

The WARING BLENDOR has a wider range of uses in the kitchen than any other home appliance, serving mother, dad, sister, brother, and baby alike. Besides saving housewives' time, effort and money in the preparation of regular meal servings, from soup to dessert, the WARING BLENDOR is invaluable for perfectly blending packaged dry food ingredients, including ready-mix cake recipes and batters. Dad finds it's just right for mixing delightful, refreshing drinks. Youngsters are fascinated by its speedy, magic-like blending of appetizing drinks packed with body building minerals and vitamins, and mouth watering smoothies. For babies, it purees in seconds solid foods from the family's regular table for an easily digestible and varied diet.

For invalids and convalescents, in the preparation of special diets, users and hospital authorities say there is nothing like it. Place your order for WARING BLENDORS today and get your share of profits from sales of this fast moving appliance.

MODEL FC-2 WHITE
White enamel base with black trim stripe on legs. Height 16".

RETAIL PRICE **\$39.50**

MODEL 700 STANDARD
White enamel base with black trim band. Height 14 3/4".

RETAIL PRICE **\$34.95**



Stainless steel blades built into the container assembly, propelled by a powerful high-speed motor located in the base, liquefy and blend solid foods to the desired consistency. Action takes only seconds. Nothing to take apart, unit comes in two sections. The PYREX container—a WARING exclusive—is self-cleaning.

Both models: 115 v. AC-DC 25-60 cycles; Underwriters' Laboratories Approved; 1/4-h.p. motor; Warranted for 1 year. Model 700 Standard also available for 230 volts.

ALL PRICES INCLUDE FEDERAL EXCISE TAX



TO FILL EVERY GIFT NEED

Whether for Mother's Day, Father's Day, wedding or anniversary, Waring-Durabilt offer your customers the *select* gift for the occasion. Waring products, including now the popular and fast-selling line of *Durabilt* travel irons, are quality manufactured... providing the utmost value as a functional appliance with eye-catching beauty of design.



Durabilt

AMERICA'S MOST POPULAR LINE OF FOLDING IRONS
...for travel both home and abroad

COMPANION

Ideal for travel in the U. S., Canada, Mexico, Central America, or wherever there is 115 volts, AC or DC. Satin finish all-steel sole plate. 22 square inches of ironing surface. Heat indicator for rayon, silk, wool, cotton or linen. Weighs only 2 pounds. Tip-up heel rest. Detachable long-life cord set. Folds easily and comes complete with convenient carrying bag.

MODEL 401
RETAIL PRICE **\$6.95**



CONTINENTAL

For the globe trotter. Special adapters included fit foreign outlets of 115 or 230 volts AC-DC. Handy dial permits easy adjustment to correct voltage. Fuse protected, with extra fuse for emergency. Weighs only 2 1/2 pounds. 22 square inches ironing surface. Tip-up heel rest. Folds into a compact unit. Complete with carrying bag and detachable long-life cord set.

MODEL 505A
RETAIL PRICE **\$10.95**



Multipurpose AUTOMATIC Folding Iron

The only automatic folding iron on the market. 750 watts, designed for light or heavy duty tasks, this popular Durabilt model is the answer to everyday ironing problems of apartment dwellers and small-home owners. Folds easily. 22 square inches of ironing surface. Fingertip dial setting assures exact temperature for every fabric. Weighs only 2 1/2 pounds. Mirror finished steel sole plate. Complete with carrying bag.

Underwriters' Laboratories Approved. 115v AC only.

MODEL 193
RETAIL PRICE **\$9.95**



Durabilt DELUXE KIT

Available with Models 401, 505A and 193

All three Durabilt irons shown above are also available packed in this handsome maroon, white-saddle-stitched carrying case with gold colored zippered fastening. Contents include forged steel scissors, thimble, needles, pins and skein of 16 different colors of thread. Retail prices below:

No. 2401
\$10.95

No. 2505A
\$14.95

No. 2193
\$13.95



Waring Products Corporation

A SUBSIDIARY OF CLAUDE NEON, INC.

25 WEST 43RD STREET • NEW YORK 18, N. Y.



MOTHER'S DAY

She'll record household memos, club and committee reports, favorite radio programs for future listening, "voice letters" to children away at school.



FATHER'S DAY

For business and home use. Dad will enjoy adding commentary and music to his home movies, capturing the youngsters' voices, recording home talent.



WEDDINGS

Fun for entertaining in their new home, marvelous for recording memorable events. They can even have permanent recordings of their actual wedding ceremony to cherish always.



GRADUATIONS

Invaluable in starting a career in business, in music, or the professions! Too, young people enjoy recordings of their friends' and families' voices, concerts and plays, anything they want to "hear again!"

For gift-buying occasions, here's a

gifted idea for extra profits!

As an unusual and useful gift, Revere Tape Recorder opens additional sales opportunities.

Prepare now for the second-biggest gift season of the year! Mother's Day, Father's Day, graduations, weddings, create a natural new market for Revere Recorder sales. As a gift item, Revere is that "something different and useful" that your customers want and will buy in your store!



SELLS ON DEMONSTRATION

The success of dealers who display and demonstrate the Revere Recorder has been phenomenal! Now, by featuring Revere from the gift angle, an even greater, fresh, new sales potential is opened. Your customers will marvel at Revere's unexcelled fidelity of sound, its unusual compactness and lightweight portability, and its remarkably low price! In addition, such outstanding features as fast rewind and forward speeds . . . full hour's listening on every reel . . . erasable, re-usable tape, easily edited with scissors and Scotch tape . . . simplified controls . . . and handsome, luggage-style case . . . make it the unquestioned leader in the entire recording field.

Write today for complete information—and start getting your share of extra profits!

REVERE CAMERA COMPANY • CHICAGO 16



MODEL T-100
With microphone, radio attachment cord, 2 reels (one with tape), and carrying case.

\$169⁵⁰

Revere

TAPE RECORDERS

World's Largest Manufacturers of Magnetic Tape Recorders



RECORDER COMBINATION
Tape recorder with built-in radio. Records directly from radio by turn of switch. Model TR-200.

\$209⁵⁰

ELECTRICAL APPLIANCE NEWS

New Products

TELEVISION



STROMBERG-CARLSON Table TV
Stromberg Carlson Co., Rochester, 3, N. Y.

Model: "Stafford" No. 317TM table teleset.

Selling Features: 17-in. black rectangular tube set at angle to avoid reflections; "tru-lok", new improved tuner designed for steadiest possible picture; mahogany veneer cabinet contains new chassis feature known as "power-equalizer" which transfers unused power in strong signal areas to audio section for TV sound or for phono reproduction if a record-changer is connected to the phono-jack.

Price: \$299.95, East; slightly higher, South and West.

Electrical Merchandising, May, 1951



MOTOROLA Radio-Phono

Motorola Inc.,

4545 Augusta Blvd., Chicago, 51, Ill.

Model: No. 91FM21 deluxe FM-AM radio-phono console.

Selling Features: Set includes new "multi-play" record changer which has tone arm that can be handled while in motion without injury to mechanism; storage space provides for at least nine 12-in. albums plus shelf for single records or books; other features include 6 x 9 in. oval Alnico V dynamic speaker; 8 tubes plus rectifier; newly designed treble-bass tone control; A.C. superhet circuit; set provides full tuning range on both FM and AM with 88-108 mcs on FM, and 535-1620 kc on AM.

Price: \$299.95.

Electrical Merchandising, May, 1951



MECK TV Console

John Meck Industries, Inc.,
Plymouth, Ind.

Model: No. JM-720C console.

Selling Features: Compact 20-in. receiver with removable mask which permits easy cleaning of mask and tube face; full 20-in. picture; 40 in. high; 24½ in. wide; 21½ in. deep; picture tube can be installed through front of cabinet, is shipped to retailer in separate breakage-proof carton for safe handling.

Price: "less than \$400."

Electrical Merchandising, May, 1951



Emerson Table Teleset

Emerson Radio & Phono Corp., 111 8th Ave., New York, 11, N. Y.

Device: No. 662, 14-in. table teleset. **Selling Features:** Equipped with 14-in. rectangular tube; "Full-Screen Focus"; Black Magic Contrast; "Simplimatic Tuning"; "Super-Powered long distance circuit"; housed in a figured walnut Bakelite cabinet.

Price: \$179.95.

Electrical Merchandising, May, 1951



HOFFMAN Table Teleset

Hoffman Radio Corp., Los Angeles, Calif.

Model: No. 637 "Easy-Vision" table teleset.

Selling Features: Equipped with a 17-in. rectangular screen; dual IF system provides maximum band width and wider viewing area with greater viewing angle; new 12 x 6 in. speaker; phono-jack; lighted station selector; mahogany cabinet.

Electrical Merchandising, May, 1951



RAYTHEON TV Radio-Phono

Belmont Radio Corp. Div.,

Raytheon Mfg. Corp.,

Chicago, 39, Ill.

Model: "Starlight" No. RC-1720 TV-radio-phono combination.

Selling Features: Combines a 17-in. rectangular black picture tube; AM radio and 3-speed phono; only 2 knobs needed to operate TV radio and phono; all 12 channels controlled by one knob which synchronizes picture and sound in addition to providing fine tuning control; compact phono ready to play any size records slides out at touch of button; "Hi-Lite" picture power provides brilliance, contrast range; balanced Alnico 5 magnetic speaker; built-in Ray-Tenna eliminates outside antenna in areas where one is not needed; mahogany veneer cabinet.

Electrical Merchandising, May, 1951



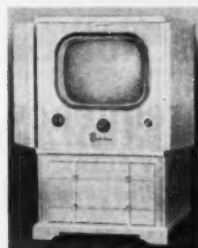
CADILLAC Telesets

Cadillac Electronics Corp.,

19 W. 26th St., New York City

Models: "Sutton" table models No. 1651, and Fairfax console No. 1654.

Selling Features: Both models have 17-in. rectangular picture tube; super-powered chassis; built-in all channel non-directional antenna; adapter for UHF; gated audio gain control; single knob picture control; selective target turret tuner; new synchro guide; built-in phono attachment. table model has hand-rubbed mahog-



any cabinet; console has blonde cabinet with 3 doors and a 12-in. concert-grand speaker.

Prices: "Sutton" \$189.95; "Fairfax", \$359.95.

Electrical Merchandising, May, 1951



MAGNAVOX TV Consoles

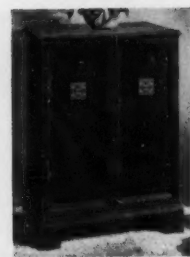
The Magnavox Co., Fort Wayne, Ind.

Models: Chippendale, Shoreham and Normandy.

Selling Features: Chippendale has 20-in. rectangular Magnascope system; Magnavox synchromatic chassis with 20 tubes including 2 rectifiers and picture tube and includes Magna-Lok; automatic signal leveler; instant tuning and "no hazard" safety circuits; 12-in. speaker; door pulls with Chinese motif; available in mahogany or blonde finish.

Shoreham's synchromatic chassis has 20 tubes including 2 rectifiers and a 20-in. glare-free picture tube; Magnavox automatic instant tuning; signal leveler automatically adjusts for varying signal levels; full-range sound; 12-in. Magnavox magneto dynamic loudspeaker; available in mahogany, blonde or maple finish.

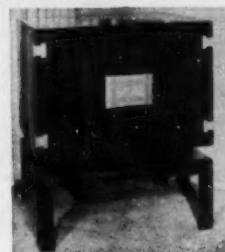
Normandy features Magnascope



big-picture system with 20 in. rectangular tube; synchromatic chassis has 20 tubes including 2 rectifiers and picture; silent switching from channel to channel; Magna-Lok; automatic signal leveler; 12-in. Magnavox dynamic loudspeaker. French provincial styling with Savoy finish.

Prices: Chippendale, \$495; Shoreham, \$445.; Normandy, \$495.

Electrical Merchandising, May, 1951



VIDEOLUX TV Console

Video Corp. of America,

229 W. 28th St., New York, 1, N. Y.

Model: No. M-20 Videolux console.

Selling Features: Incorporates improved RCA 630 type chassis in mahogany or limed oad cabinet.

Price: \$665.

Electrical Merchandising, May, 1951



Improved V-M Phonos

V-M Corporation, Benton Harbor, Mich.

Models: V-M-975, 980 Tri-O-Matic

and V-M-150 Tri-O-Speed phonos.

Selling Features: V-M 975 and 980 have the V-M Tri-O-Matic 950 record changer, 2-tubes plus rectifier amplifier and 4 x 6 in. speaker.

V-M 150, Tri-O-Speed phono, latest addition to line, is a 3-speed manual player with 2-tubes plus rectifier amplifier and 4 x 6 speaker; both units use turnover type cartridge with proper needles for microgroove and standard groove records; new wood grained mahogany-colored leatherette finish with speaker grills to match.

Electrical Merchandising, May, 1951



EDITORS ARE SHOWN HOW EASILY TV OWNERS CAN CONVERT SETS FOR UHF

Practical Demonstration Proves Present Sets Not Outdated for Ultra-High Frequency Reception

By ROCKY CLARK
Radio & Television Editor, Bridgeport Post

BRIDGEPORT, CONN., April 11.—If you own a screwdriver, you can convert your TV set for ultra-high frequency reception so easily, so quickly that the job is usually done in two or three minutes—if you own the right type of set.

A large audience of leading newspaper and magazine science editors witnessed this amazingly simple method of UHF conversion here today at the first public demonstration of ultra-high frequency reception on a current model TV set.

The editors learned how easily and inexpensively a TV owner can convert his present set if the manufacturer has foreseen the coming of ultra-high frequency and has prepared the set for its reception.

The Federal Communications Commission recently announced plans for licensing 1,807 new television stations—most of them in the ultra-high frequency transmitting channels—in addition to the 107 VHF stations now in operation.

Ever since this announcement was made, present and prospective TV owners have been fearful that their sets might be obsolete, or that the expense and trouble of conversion might be prohibitive.

Their fears on both counts were al-

layed by today's demonstration, sponsored by the Crosley Division of Avco Manufacturing Corp. Transmitted from the National Broadcasting Company's experimental station KC2XAK at Success Hill, Conn., an ultra-high frequency program was viewed by the members of the press on the screen of a current model Crosley TV Set taken at random from the stock of a Bridgeport television and appliance store.

The program was received with striking clarity and fidelity, completely fulfilling the promise of interference-free pictures received in the UHF television band.

Conversion troubles? Heavy expense? A newspaperman from the audience at the Hotel Barnum was handed a screwdriver and asked to do the conversion job. Loosening two wires leading from the back of the set, attaching them to a simple, inexpensive device known as the Crosley Ultratuner, and

connecting the Ultratuner to the set, he did the trick in less than three minutes.

He then tuned the Ultratuner to the UHF telecast as simply and precisely as selecting a program on VHF channels. Placed on top of the TV receiver, the Ultratuner is housed in an attractive cabinet no larger than a small table radio.

The secret of this simplified conversion method was explained by Crosley engineers, who said that provision for UHF reception has been made in the design and construction of all Crosley sets built in the past two years.

As a result, he explained, conversion does not require dismantling the set and replacing or adding new parts in the TV receiver, and no service or expert electronics help should be needed.



THE PACE-SETTING DESIGNS ARE



Leading newspaper and magazine science editors witness Crosley's amazingly simple method of UHF conversion in its first public demonstration.

HERE'S WHY CROSLY TV IS NO UHF CONVERSION PROBLEM

As far back as early 1948, Crosley started preparing for the coming of ultra-high frequency television—in two ways:

1. In the Chassis. In every Crosley TV Set built in the past two years, provision has been made in the circuit for the reception of UHF. It's so easy that with a screwdriver, your customer can do the complete job himself—just by hooking up two wires on the outside of the set—in two or three minutes. His only outlay will be the cost of the inexpensive Ultratuner when and if UHF telecasts begin in your area. No adjustments, no removal of chassis, no unnecessary service calls needed. No parts need be changed or added in Crosley-built sets. Your customer simply takes the Ultratuner home under his arm and installs it with about as much ease as putting a bulb in a reading lamp. It's just that simple.

2. In the Tuner. Crosley employs continuous tuning with its famous Unituner. In the picture above, you will note "UHF" marked on the dial between Channels 6 and 7. At this point (122-132 megacycles) is located the best selection for a UHF interference-free conversion channel. Most other manufacturers' television sets—with tuners of the "click" or "jump" type—have not provided for this channel.

YOU CAN SELL CROSLY TODAY—with even greater confidence! You can assure your customers that they are buying a set today that is built for the future—not one that will be obsolete or too expensive to convert to UHF reception.

Again, Crosley sets the pace in electronics by being first with an easy UHF conversion method. We have given these facts to the public through the editorial press and full-page newspaper announce-

ments which we think will help to clarify the confusion on UHF to the advantage of all television dealers.

The Crosley Ultratuner will give every Crosley owner a full range of UHF channels and a full range of VHF channels without sacrificing a single VHF channel.

You'll get it all completely, clearly, economically on a Crosley. For further details about the Crosley TV line, write us for the name of your nearest Crosley Distributor: Crosley Division, AVCO Manufacturing Corporation, 1329 Arlington St., Cincinnati 25, Ohio.

BETTER PRODUCTS FOR HAPPIER LIVING
Shelvador® Refrigerators . . . Freezers . . . Sinks
Garbage Disposers . . . Radios . . . Electric Ranges . . . Electric
Water Heaters . . . Steel Kitchen Cabinets . . . Television



COMING FROM CROSLY!

CROSLY
Family Theatre
TELEVISION



KEEP AN EYE ON MORE

Contracts and Sales!

FOR YOU, Dodge Reports are like the eyes of business. They discover for you—early and daily—the facts about construction jobs to be built... about bidding and award of contracts as these jobs progress. You can cover thoroughly, a single county or any larger area of interest to you within the 37 eastern states.

With Dodge Reports...

- You know who and where your prospects are when they should be seen.
- Multiply your time and reduce your costs by saving yourself many useless trips.

Without Dodge Reports...

- You may never have a chance to bid on or sell what might well be your best opportunities.
- You would spend far more money looking for bidding or selling opportunities than you have to.
- You can't keep informed on the changing factors and may lose out by not knowing whom to see and when to see them.

A Dodge man—A qualified consultant on this most vital "First Step" in the selling process... A man who knows how to cut selling costs and save your time—will gladly show you how you can make the best use of Dodge Reports... Thousands of firms are using this profitable construction news service year after year, and have been over the past 59 years.

MAIL COUPON BELOW FOR DETAILS

I would like to see some Dodge Reports on business within my area. I do business East of the Rockies.

Name _____

Firm _____

Address _____

DODGE REPORTS

Construction News Division

F. W. Dodge Corporation, 119 West 40 Street, N. Y. 18, N.Y.



EM-551

ELECTRICAL APPLIANCE NEWS

New Products



G-E Portable Radios

General Electric Co., Electronics Park, Syracuse, N. Y.

Models: 4-new 3-way portable radios, Nos. 605-606 and 610-611.

Selling Features: Nos. 605-606 feature easy tuning in upright or lying-down position; high-radio controls at each end of horizontal tuning scale, under "flip-up dial"; weigh only 5 lbs; automatic a.c.-d.c. battery switch; iron core beamscope antenna; large dyna-

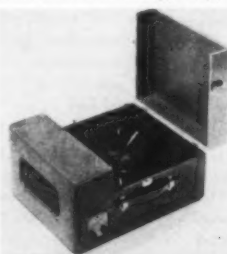


power speaker; dry plate selenium rectifier. No. 605 has burgundy cabinet; No. 606 cactus green.

Nos. 610-611 feature dial that lights when set is playing on a.c.-d.c. and an additional tube; super beamscope antenna; large dynapower speaker; dry plate selenium rectifier. No. 610, burgundy with fawn; No. 611 cactus green with dark green.

Prices: Nos. 605-606, \$36.95, Nos. 610-611 \$46.50, Eastern.

Electrical Merchandising, May, 1951



CALIFONE Record Player

Califone Corp., 1041 N. Sycamore Ave., Hollywood, 38, Calif.

Device: Portable, 3-speed automatic record player.

Selling Features: Plays 12 10-in., 10 12-in., 10 7-in. or a combination of the three sizes automatically and at a single setting; features the Triomatic record changer; "Sleep-Watch" switch automatically turns entire player off when last record has been played; printed circuit amplifier has improved tone quality; large 9-in., full tone, low resonant speaker; tone control for treble and bass plus external special connection for separate amplifiers, headphones or additional loudspeaker; 2-tone Pyroxylin fabric.

Price: \$84.95 plus excise tax.

Electrical Merchandising, May, 1951



STEELMAN Radio

Steelman Photo and Radio Co., Inc., 742 E. Tremont Ave., Bronx, 57, N. Y.

Model: Trouper No. 5101 table radio.

Selling Features: 5-tube superhet includes rectifier; operates on a.c. or d.c.; high fidelity Alnico V permanent magnet speaker; built-in antenna for high gain pick-up; avc; light fabric-effect finish or walnut.

Electrical Merchandising, May, 1951



WEBSTER-CHICAGO Record Players

Webster-Chicago Corp., 5600 W. Bloomingdale Ave., Chicago, 39, Ill.

Models: No. 130 Fonograf; No. 551, No. 106-1 and No. 621.

Selling Features: No. 130 Fonograf, 3-speed portable phono plays all types and speeds of records with single tone arm and needle; manually operated; high quality amplifier and 4x6 in. speaker; burgundy leatherette case.

No. 551, plug-in record changer designed to play through radio or TV sets, plays all 3 speeds in 7-, 10- or 12-in. sizes; specially designed spindle lowers unplayed records onto heavily flocked turntable.

No. 106-1, 3-speed phono replacement unit suitable for custom installations, plays all 3 speeds and all sizes automatically; record push-off shelf position for each of the 3 record diam-



eters, and an automatic needle set-down point controlled by position of push-off shelf; muting switch silences radio or amplifier during change.

No. 621 portable 3-speed automatic phono includes a "feeler" mechanism that regulates swing of tone arm to width of all 3 sizes of records; 5-in. speaker and 3-tube amplifier; burgundy leatherette carrying case; complete unit weighs 30 lbs.

Electrical Merchandising, May, 1951

Here comes the bride... here come the profits!



MODEL 129 IS FULLY-AUTOMATIC HAS EXCLUSIVE BUILT-IN TIME CLOCK!

While women work or play, their dinners cook in this ingenious Model 129! Built-in time clock turns current on and off at pre-set times—cooks dinner automatically. Exclusive insulated cover. 20 Qts. capacity. List price..... \$79.95

Brides, too, know
 "when day is done, so is dinner," with a
NESCO
Electric Roaster-Oven

Today's young bride—like women of all ages who have birthdays and anniversaries coming up—naturally wants to cook the clean, cool, modern, electrical way. To any woman, the advantage of having dinner cooked while she's away from home has tremendous appeal!

That's what Nesco Model 129, with its built-in time clock, provides—as does Model 136, when equipped with the electric time clock accessory. With any of the Nesco electric roasters shown here, delicious dishes are turned out with a minimum of attention and effort.

You're missing substantial gift sales and profits if you're not going after this business! Display and promote the complete Nesco Roaster line, from \$16.95 up! Order now from your Nesco salesman or distributor!



MODEL 136 HAS EXCLUSIVE STAINLESS STEEL COVER WITH "SEE-THRU" WINDOW!

This is Nesco's outstanding value. "Guide Dial" control simplifies selecting the proper cooking temperature. "Push Button" Cover Release. 18 Qts. capacity. Can be made completely automatic with electric time clock accessory. List price..... \$59.95



Nesco is tying in with the NEMA Electric Housewares Gift Campaign. Write for attractive point-of-sale materials.



MODEL 7016 OVAL ROASTER

has accurate automatic thermostat with signal light. 6-qts. capacity... list price..... \$25.95

MODEL 4213 ROUND ROASTER

has accurate automatic thermostat. Amazingly versatile. 2 3/4-qts. capacity... list price..... \$16.95



201
 NORTH MICHIGAN AVENUE,
 CHICAGO 1, ILLINOIS

NESCO INC.

N. Y. REGIONAL
 SALES OFFICE:
 200 5TH AVE., N. Y.

EUREKA'S Great "3 in 1"

Comes to LIFE

APRIL 30th ISSUE

Post

THE SATURDAY EVENING
MAY 19th ISSUE

...and that's not all!
TERRIFIC SALES-MAKING

Spring Promotion

FEATURES FREE POWER-DRIVEN FLOOR POLISHER

Here's more proof Eureka gives dealers the kind of promotions that produce "big ticket"—big profit store sales by newspaper advertising. Ads run today ring up sales tomorrow. Excited prospects phone at once and request home demonstrations, they want to see the sensational New Eureka "3 in 1" Wonder Cleaner and its Power-Driven Floor Polisher.

The FREE OFFER of a power-driven floor polisher is plain magic. The waxer-polisher adds \$50.00 value to the cleaner, and the demonstration on bare floors and linoleums, using a good fast-drying paste wax, is a "sure-fire" way to a quick, wrap-up sale.



Power-Driven Floor Polisher adds \$50.00 Value to EUREKA "3 in 1" WONDER CLEANER

The floor polisher brush snaps inside nozzle in place of nylon-bristled disturblator... Converts cleaner into excellent power-driven polisher—does a professional job and women like it.



LOOK AT THIS SALES EVIDENCE!

THE THREE GREAT NEW EUREKAS A Complete Cleaner Department

Three New Eureka Cleaners, that's all you need... and you're in business! Low cost inventory—hot merchandise—quick sales—big profits.

New Model "600" TANK
Popular Priced, powerful, all-steel, and excellent set of cleaning tools

New Model "700" AROMATIC TANK
Super-powered, all-steel, no bug to empty, and complete set of cleaning tools



Augusta, Ga.

Georgia Power Co. obtained 18 hot prospects from a 36" ad in four days. Sold 14 EUREKAS at time of demonstration.

Springfield, Ohio

Fussnecker Sweeper Sales and Service ran three 36" ads a week apart:
Sold 7 First Week
Sold 12 Second Week
Sold 13 Third Week
Total Sold 32 In Only 3 Weeks Promotion



Sales Story



NOW! LIFE, POST and LADIES' HOME JOURNAL—the 3 great "powerhouses" of the national magazines—will tell the amazing story of the sensational new Eureka "3 in 1" Wonder Cleaner to over 50 million readers in striking color ads.

In many cities, the combined readership of these three great magazines exceeds the circulation of the best local newspaper. This amazing distribution means dealers everywhere—in every town, city and hamlet—will feel the impact of Eureka's sensational new and different story, "Get all 3 in one wonder cleaner."

Such an amazing story, pre-sold to millions by Eureka's color ads, is positively certain to make dealers' store and window displays and their use of Eureka promotion advertising in the local newspapers effective in producing Eureka wrap-up sales at "big ticket" profit figures. WRITE... or WIRE TODAY for full details on our Spring Promotions.



EUREKA COLOR ADS IN "POWERHOUSE" NATIONAL MAGAZINES

During April, May and June will tell an amazing story of the wonders of the Eureka "3 in 1" Wonder Cleaner. "Life"—April 30th—"Saturday Evening Post"—May 19th—"Ladies' Home Journal"—June.



Free! TRIAL IN YOUR HOME

Eureka Williams Corporation
Bloomington, Illinois

Without cost or obligation, I would like to try the sensational new Eureka "3 in 1" Wonder Cleaner in my own home.

Name _____
Address _____
City _____ State _____

Get all 3

In one wonder cleaner!

SENSATIONAL NEW 1951
EUREKA 3 in 1
WONDER CLEANER



Powerful EUREKA TANK-TYPE CLEANERS
complete with cleaning tools are available in 2 beautiful models.
No Bag to Empty!

EW PRODUCTS
Eureka Williams Corporation
Bloomington, Illinois
Free products for the home



1
MOST EFFICIENT CLEANER FOR RUGS AND CARPETS—BY ACTUAL TEST—Its automatic action cleans faster, easier, better, and in new Eureka "3 in 1" Wonder Cleaner in 10 short minutes. No strenuous scrubbing—your weary hands guide this automatic cleaner.



2
MARVELOUS SPECIAL TOOLS AND DRUGS CLEAN EVERYTHING ABOVE THE FLOOR—Eureka's exclusive "Convector" provides instant connection of hose to front of cleaner without detaching hose or making cleaner spout. When using tank cleaner is easily pulled about by the hose, same as a tank cleaner.



3
POLISHES HARD FLOORS AND LINOLEUMS WITH MOTOR-DRIVEN WAX-POLISHER—Merely insert the special wax-polisher brush—use a good paste wax—then polish floor and linoleum in a sparkling luster. This feature alone adds \$50.00 real value to the "3 in 1" Wonder Cleaner.

ONLY 6' HIGH
good under low
furniture

EUREKA

A New Kind of Cleaner

Eureka Williams Corporation • Bloomington, Illinois

Perfection Stove Co.



D. S. SMITH

D. S. Smith has been elected president and chairman of the board of directors of Perfection Stove Co. He has been with Perfection since 1910 when he joined the firm as a clerk in the cost department. In 1949 he was elected vice-president and treasurer and in 1950 was named executive vice-president and treasurer.

Starrett Television Corp.

Frank D. Langstroth, a veteran of over 25 years experience in the tube and radio industry, has been named president of Starrett Television Corp. He was formerly general manager of sales and commercial relations for the Lansdale Tube Co.

Timken Silent Automatic



R. M. MARBERRY

R. M. Marberry has been appointed merchandising manager of the Timken Silent Automatic division of the Timken-Detroit Axle Co. In his new capacity he will direct the sales activities of the division and supervise all advertising and sales promotion. He joined the firm in 1934 and most recently was advertising manager for the Silent Automatic division.

Admiral Corp.

Territories covered by two regional managers of Admiral Corp. have been expanded to allow the transfer of a third regional manager, P. G. Deluher, to defense work for the company. Phil Kerr, who heads the St. Louis and Davenport area, will also cover Denver and Wichita, while J. Howard Souther, regional manager in Minneapolis and Duluth, has added Des Moines and Omaha.

NEW POSITIONS

General Electric Co.



CLARENCE H. LINDER



CHARLES K. RIEGER

Clarence H. Linder and Charles K. Rieger have been appointed general managers of General Electric's newly-created major appliance and traffic appliance departments. Linder, who will head the major appliance department, was formerly manager of engineering and manufacturing for G-E's affiliated manufacturing companies department. He joined the firm in 1924. Rieger joined G-E in 1936 as a student engineer. In 1946 he was made commercial engineer on home laundry equipment. He was named manager of the heating device and fan divisions in 1949 and in 1950 was made manager of the household refrigerator division.

John A. Patterson, who has been with the firm since 1931, has been made assistant manager of the range and water heater divisions.

H. K. Smith has been named manager of the marketing services division of G-E's electronics department. He has been with the firm 25 years and was formerly manager of the department's commercial equipment division.

Magnavox Co.

Frank A. Sullivan has been appointed district sales manager for the Milwaukee territory of the Magnavox Co. He had previously been sales manager of the company's Illustravox division.

John Wood Co.

Karl E. Dillinger has been named sales representative for the western Pennsylvania territory of the heater and tank division, John Wood Co.

Blackstone Corp.



REGINALD A. LENNA

Reginald A. Lenna has been elected president of the Blackstone Corp., succeeding his father, the late Oscar A. Lenna. The new president was formerly vice-president and general manager of the firm. G. A. Lawson has been named chairman of the board, while Arthur E. Schobeck will continue as president of Jamestown Malleable Iron Corp. and as executive vice-president of Blackstone Corp., the parent firm.

Philco Corp.

Herbert J. Allemang has been appointed vice-president, executive staff, Philco Corp. Formerly a partner in a management consultant firm, he will now head Philco's forward planning program. He was formerly with Bendix Aviation, Grigsby-Grunow, Stover Mfg. and Engine Co. and the Ice Cooling Appliance Co.

Silex Co.



FRANK E. WOLCOTT

Frank E. Wolcott, general sales manager of the Silex Co. and a member of its sales force since 1930, has been elected a vice-president of the firm.

York Corp.

Rodney F. Lauer has been made vice-president in charge of engineering and research for York Corp. He joined the firm in 1930 and since 1944 had been manager of the company's Pacific district.

Conlon-Moore Corp.



A. T. BLAKEMORE

A. T. Blakemore has been named general sales manager of the Conlon division of Conlon-Moore Corp. He has been a division sales manager of the supply sales division, and prior to that was with Thor, G-E and Frigidaire.

John Meck Industries, Inc.

Five executives of John Meck Industries, Inc., have been elected vice-presidents of the firm. They include Russell G. Eggo, executive vice-president and secretary, B. L. Bethel, vice-president in charge of purchasing, Charles E. Palmer, vice-president in charge of production, Lewis G. Woycke, vice-president in charge of engineering and Charles L. Hubbard, vice-president in charge of planning.

Emerson Electric Mfg. Co.



RAYMOND E. OTTO

Raymond E. Otto has been elected vice-president and general sales manager of Emerson Electric Mfg. Co. He joined the firm in 1914 and rose through a number of jobs to become manager of sales in 1939. In 1945 he was named general sales manager of the electrical division.

Estate Stove Co.

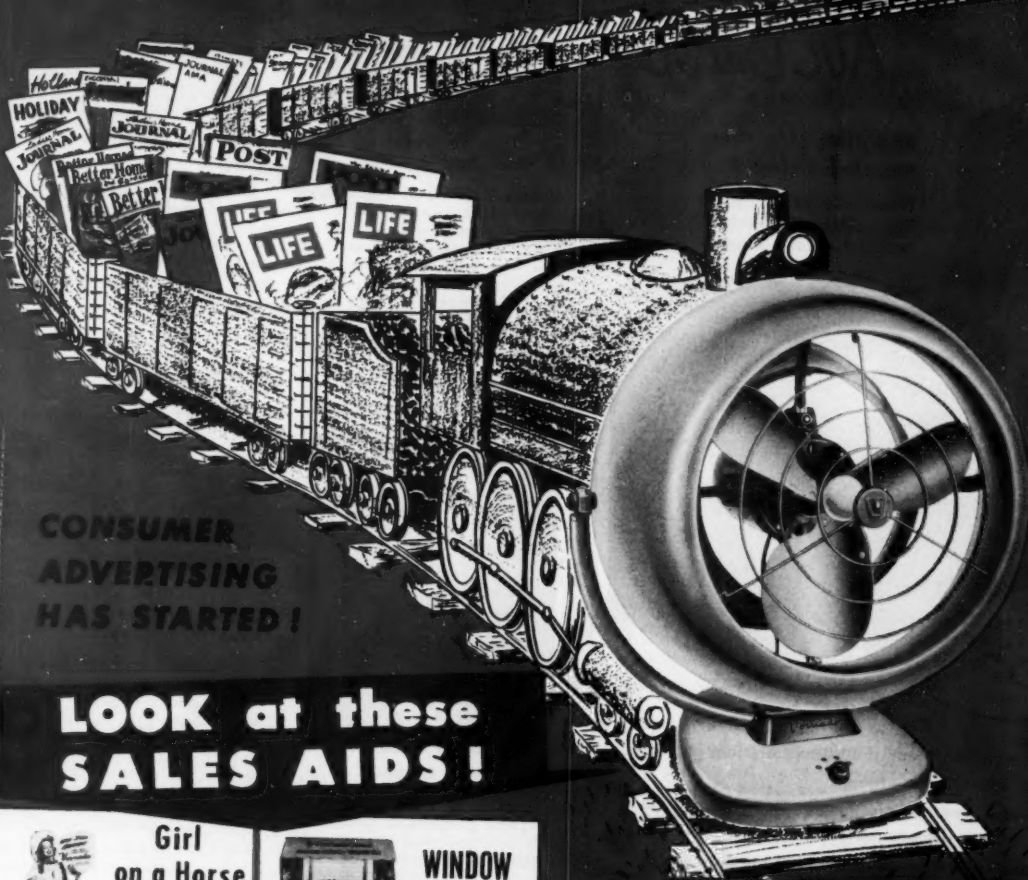
Gordon R. Kemp has been appointed assistant general manager of the Estate Stove Co. He will continue in his previous capacities as controller and credit manager.

Sentinel Radio Corp.

Leonard S. North has been named manager of the central territory of the Sentinel Radio Corp. He was formerly manager of the firm's Chicago distributorship.

The Vornado

WORLD'S FINEST AIR CIRCULATORS



CONSUMER
ADVERTISING
HAS STARTED!

**LOOK at these
SALES AIDS!**



Girl
on a Horse
**ACTION
DISPLAY**



**WINDOW
FAN
DISPLAY**

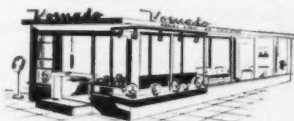


**COMFORT
CALCULATOR**



**POSTERS
•
DIRECT MAIL**

Vornado
**AIR TEST
LABORATORY**



**GRAVY TRAIN
WON'T WAIT!**

Stock the genuine Vornado right now
The biggest national advertising and promotion program in Vornado's history
has already started. • Getting up steam in the May issue of Ladies Home
Journal and followed with a full page in Life May 21. Vornado's hard-hitting
full- and half-page consumer advertising will be read by your customers
continually throughout the rest of May, June and July—the very heart of the
fan season. • Call your distributor today. Don't miss the easy ways who
always buy first.

A PRODUCT OF THE O. A. SUTTON CORPORATION • WICHITA, KANSAS

ELECTRICAL MERCHANDISING—MAY, 1951

PAGE 157

Sell 9 out of 10 prospects with the

OASIS Air Drier

REDUCES HUMIDITY

and the "try-then-buy" Merchandising Plan!

Nationally advertised in
Better Homes & Gardens • House
Beautiful • House & Garden



Yes, it's true! Dealers convert 9 out of 10 demonstrations into sales of the new Oasis Air Drier! Here's why—

- 1. National consumer advertising** in the popular home magazines of a sensational free home demonstration offer.
- 2. Dealer promotions** that tie you into the picture—displays, window posters, co-operative newspaper campaigns.
- 3. A "natural"** — free home demonstration that provides an amazing 3-gallon *pailful of proof* that Oasis will remove up to 3 gallons of water from the air every day!

WRITE FOR MONEY-MAKING FACTS

No wonder Oasis dealers sold all they could get in 1950! Look at what this Air Drier will do: End damp basement odor, mold, mildew, rusting, dripping pipes, sweating walls. Makes basement living a pleasure, for laundering, cooking, playing. Protects books, furniture, rugs, tools, clothes, etc. Uses no chemicals; plugs into any A.C. outlet. Write today for money-making facts, and the name of your distributor. The EBCO Manufacturing Co., 405 W. Town St., Columbus 8, O.

OASIS



The world's largest manufacturer
of ELECTRIC WATER COOLERS

NEW POSITIONS

American Coolair Corp.



GEORGE E. WEEKS

George E. Weeks, formerly sales manager of American Coolair Corp., has been named vice-president of the firm. He joined American Coolair in 1944 after having served as general sales manager of Celcure Wood Preserving Corp. and as account executive with Associated Advertising Agency, Jacksonville.

Remington Rand, Inc.



H. C. LANSEIDEL

H. C. Lanseidel has been appointed general manager of Remington Rand's electric shaver division. He has been with the firm since 1942 and was formerly chief accountant at the company's wartime Sangamon ordnance plant.

Kalamazoo Stove & Furnace Co.

John Baker has been named regional sales manager for the southeastern territory of Kalamazoo Stove & Furnace Co. He will have headquarters in Birmingham, Ala. Paul Parker has been named to a similar position in the Pacific Coast area.

Westinghouse Electric Corp.



HERBERT E. PLISHKER

Herbert E. Plishker, manager of advertising and sales promotion for Westinghouse's lamp division since 1938, has been made manager of lamp sales. He succeeds Russell E. Ebersole, who as staff assistant to Ralph C. Stuart, vice-president, now is in charge of all commercial activities for the division.

Harold G. Cheney has been named headquarters administrator for Westinghouse lamp sales. He will establish marketing plans and direct the administrative procedures of the division's sales, commercial engineering and advertising departments. He was formerly assistant manager of general lamp sales.

Crosley Division Avco Mfg. Corp.

C. J. Ward, formerly manager of Crosley's Cincinnati region, has been named manager of the company's New York region. He has been succeeded in the Cincinnati post by F. D. O'Sullivan, Jr., manager of the Atlanta region. L. R. Walker, formerly business management representative in the Atlanta region, has been made regional manager.

Belmont Radio Corp.

W. K. Trukenbrod has been named regional sales manager of Belmont Radio Corp., in the territory which includes Chicago, Milwaukee, Gary and surrounding counties. He has also been named vice-president and regional sales manager of Belmont Distributor, Inc., distributor of Raytheon television in that area. He was formerly in charge of Montgomery Ward's radio department.

Allen B. Du Mont Laboratories, Inc.

Albert C. Allen has been named central states regional sales manager for the receiver sales division of Allen B. Du Mont Laboratories, Inc. He was formerly assistant sales manager in that area and has been succeeded in that post by Gerald Goetten.

Automatic Washer Co.

Pierce H. Stevenson has been named divisional sales manager for the southeastern territory of Automatic Washer Co. He will have headquarters in Jacksonville and cover six states. He was formerly a district manager in the area for A. J. Lindemann and Hoverson Co.

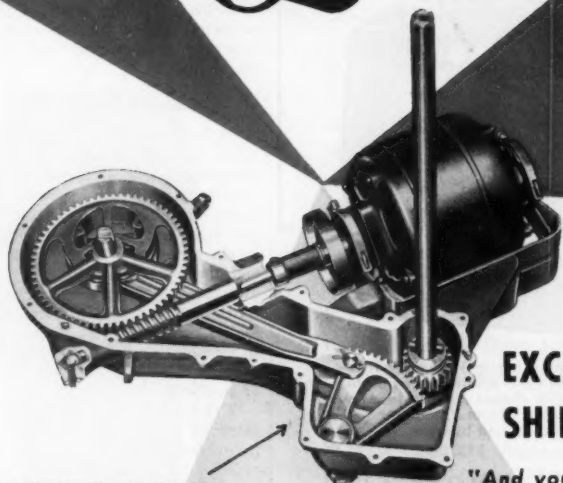
THIS WASHER IS DIFFERENT!

Laundry Queen



REPLACEMENT OF A DEFECTIVE OR BROKEN
Guaranteed by
Good Housekeeping
NOT AS ADVERTISED THEREIN

MODEL 503P



EXCLUSIVE PATENTED TRANSMISSION SHIFTS YOUR PROFITS INTO HIGH GEAR!

"And your profits STAY with you!"

Says *Laundry Queen!*

Only 5 Moving Parts! Precision-Cut Gears with "micro-fit" assembly techniques... gives you a transmission that's a marvel of smoothness, quiet operation that lasts a generation. Every single transmission is "run-in" under load condition... to assure satisfactory service in your customer's home.

Ball Bearings at Pivotal Points. Laundry Queen's transmission is adjustable from outside. No need to disassemble gear case!

Synchro-Shift Clutch. Smooth, clash-proof. No trouble, ever, putting washer in gear because it never is out of gear!

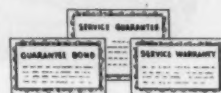
Rubber-Cradled Motor, with Flexible Coupling. Eliminates belts and pulleys, further minimizes vibration, gives silent operation...



Today people demand *more for their money*—and with *Laundry Queen*, you give them more. You give them **TWO** washers in one, thanks to *Laundry Queen's* exclusive, invertible **DUO-DISC** agitator. Nothing else, in *any* washer, even resembles its action! You give them a **Full-View Wringer** jam-packed with women-winning features found on no other wringer. You give them a patented ball-bearing transmission with unique advantages—unmatched by any other washer. You give them so much more than anyone else that you can outsell any rival in side by side comparison!

And it's tops for lasting dependability! Many *Laundry Queens* have given 20, 25, even 30 years of trouble-free operation. Your original profit is your **NET** profit. Just ask your distributor—or mail coupon **NOW!**

3 GUARANTEES
CLOSE SALES
Fast!



Read About Them
Here Next Month

Complete *Laundry Queen* Line Covers the Mass Market!



Laundry Queen — Only Washer on Earth with So Many Women-Winning Features

AUTOMATIC WASHER COMPANY • NEWTON, IOWA

Copyright 1951, Automatic Washer Co.

----- MAIL THIS FOR PROFIT-FACTS! -----

AUTOMATIC WASHER COMPANY
Newton, Iowa

Show us how Laundry Queen builds sales.

FIRM NAME _____
CHECK WHICH: ☐ DISTRIBUTOR ☐ DEALER

INDIVIDUAL'S NAME _____

STREET ADDRESS _____

CITY _____ ZONE _____ STATE _____

Alive

Alive with power!
Alive
with selling impact!

SENTINEL PORTABLES
PEP UP YOUR SALES!



312-P

This Sentinel portable has a 3-gang condenser, tuned R. F. Stage and many additional engineering refinements—brings in distant stations loud and clear when ordinary sets cannot. Operates on AC, DC, or long-life self-contained batteries.



335-P

Thrillingly smart colors. Supremely stylish lines. *Patrician White—Palisade Brown—Forest Green—Tuscan Red*—all beautiful to see and hear. Operates on AC, DC or self-contained batteries.

Sentinel Portables Now
"POPPING" PROFITS!

Portables sell in spring and summer like Christmas trees in December—if they are *Sentinel*! For *Sentinel* combines super-performance with smart styling to produce portables that pay prompt profits wherever displayed.

This year, more than in many years past, portables are having a big play. Boys and girls in training camps—vacationists more eager than ever to keep in touch with national and world events—all add up to more sales of portables.

Cash in on this live demand. Order your stock of *SENTINEL* portables now to insure prompt delivery. Call your *Sentinel* distributor—or *Sentinel* direct TODAY!

Sentinel®

SENTINEL RADIO AND TELEVISION • EVANSTON, ILLINOIS

Helping 250 Dealers Sell Housewares

CONTINUED FROM PAGE 63

for which the sales staff was assigned quotas. Besides the unit quota, each salesman also had a quota of sales training meetings with dealers. To cap the intensification of small appliance sales the third phase of the campaign revolved around establishing a ratio of sales to dealer contacts, no matter how small the amount of the sale might be.

"The result of the campaign was increased volume, better informed dealers and salesmen and, eventually, happier customers who got what they wanted through better demonstrations," declares Galbraith. "Such sales tie-ins almost always utilize electric housewares of one type or another, and the tie-ins invariably keep up the interest, knowledge and efforts of the firm's salesmen in selling small appliances, although most of the sales staff has a primary responsibility of moving major lines."

Service Is Major Factor

"A final factor in our 'electric housewares for gifts' program, is service," according to Mr. Mulhall. "It is all-important on small appliances as it is on major appliances. Fortunately for us, the franchised lines that we handle have excellent service facilities, and the manufacturers have a keen awareness of the need for prompt repair and immediate return. Nevertheless, we urge our dealers to lend an appliance while the customer's appliance is being repaired as a gesture of good will."

"Our entire parts and service department is geared to maximum rapidity in handling all service work, and in order to implement factory service as much as possible, we carry a considerable quantity of parts in our own inventory for those of our dealers who have the facilities to handle repairs of their own."

Big Housewares Net

McWhorter, Weaver & Co. distributes in a 90-mile trade radius around Nashville. Eight field salesmen operate in the territory, three of them concentrating on the electric housewares field. Known as a Philco and Bendix distributor of major appliances, the record made by the firm in smaller appliances, through constant attention to the promotion, display and dealer inspiration in selling such products, is unusually successful. An annual sales volume in excess of \$200,000 net, in electric housewares alone, proves it.

"Our 'electric housewares as gifts' program boils down to a pretty simple formula," Mr. Mulhall sums up. "Good displays, well trained sales people, products with high consumer acceptance, and aggressive dealers—this combination spells impressive profits accrued from high sales volume generated through maximum inventory turnover. By doing the common things uncommonly well, we expect to continue, to increase and to improve the program." *End*

TWO GREAT

Profit Makers

"Bring 'em in" Spring Specials
offered by

ROYAL

Powerful "Tank" Model 250
Revolving Brush Model 153-P

Model 250 is the "hottest" tank cleaner of the year. Has almost double the power of many higher priced cleaners.

Model 153-P is a rugged, powerful "upright" with ROYAL'S famous three position triple life revolving brush. Does a thorough cleaning job. Gives many years of service.

ROYAL Dealers frequently use these cleaners as a "step up" to the sale of higher priced ROYALS with resultant increased profits.

Your ROYAL Distributor will give you full details.



Give your customers
choice of either, ONLY

\$

49⁹⁵*



ROYAL
Cleaners
are Sold *Only* through dependable
Local Retail Stores

ROYAL "Cylinder" Cleaners, \$49.95 to \$89.95
ROYAL "Upright" Cleaners, \$49.95 to \$74.95
*Manufacturers suggested retail price in U. S. A.

ROYAL VACUUM CLEANER COMPANY, Cleveland 8, Ohio
Continental Electric Company, Ltd., Toronto, Ont., Can.

**Money is made on Turnovers, Lost on Leftovers.
Sell the Quality Cleaner with the Fast Turnover — ROYAL**

IT PAYS TO HANDLE Rapidayton's JET PUMP LINE

Trouble-free performance and long service life make the RAPIDAYTON Jet Pump Line a very profitable one to handle. All models have one basic design and it is a very simple and easy matter to adapt them for either shallow or deep well service. There is a wide range of sizes which provides the right model for every type of installation. Fill out the coupon below and send it in TODAY.



VERTICAL JET PUMPS—RAPIDAYTON's complete line includes vertical pumps for both deep and shallow well service. Sizes range from 1/4 h.p. up to and including 1 1/2 h.p. Supplied with any size tank.



HORIZONTAL JET PUMPS—RAPIDAYTON's horizontal jet pumps range in size from 1/4 h.p. to 1 h.p. inclusive, with models suited for either deep or shallow well service.



RAPIDAYTON "PACKAGE SYSTEMS"—The new RAPIDAYTON line features horizontal jet pumps for both deep and shallow well service—with pump mounted on a horizontal tank when a "package system" is required.

THE DAYTON PUMP & MFG. CO.,
Dept. EM, 500 Webster St., Dayton 1, Ohio

Please send me complete details and prices on the new RAPIDAYTON Line of Jet Pumps.

NAME _____
ADDRESS _____
CITY _____ STATE _____

Are You Overlooking the Growing Negro Market?

CONTINUED FROM PAGE 61

The Daniel Starch survey, made, of course, among upper income groups, showed that 75.6 percent of *Ebony* readers owned refrigerators, 78.9 radios, 59.2 radio-phonographs, 42.7 vacuum cleaners and 35.5 washers. The *Chicago Defender*, a Negro paper, in a survey made at a housewares show in 1950, reported that 82.4 percent owned refrigerators, 36.2 washers, 21.1 television, 45.5 console radios, 86.6 table models, 41.2 portable radios and 46.5 radio-phonograph consoles.

Sell the Individual

The skill of the Chicago dealers who specialize in Negro trade appears to be built around their ability to sort out reliable customers, just as in any form of credit business. Their credit standing is discovered in these ways:

1. Where the prospect works: If he is an employee of the Pullman Co. or of any other large corporation it indicates that he has been thoroughly checked before employment, and if he has been there a number of years it's all to the good. The same tests hold true for self-employed Negroes or those who run their own business.

2. Where he lives: The number of years the prospect has lived in one address reveals his stability.

3. Previous partial payment experience: A checkup will tell how well he paid out on previous purchases, and if there was any slow report, what extenuating circumstances may have existed.

Don't Overload Him

4. Analysis of his income: The Negro, like anyone else, likes to buy the best, but often cannot afford it. If the dealer will jot down the income of the husband or the husband and wife, and deduct from it the rent he pays, the cost of gas and electric service, groceries, in proportion to the size of the family, what payments are being made on other purchases, it is easy to discover whether or not there will be enough money left to take on a new indebtedness. If there is not, it is

best for the dealer to sell him on a lay-away basis, or persuade him to accept a less expensive item that he can afford.

Joseph A. Bonnem, general manager of Investors Commercial Corp., 180 N. Randolph St., Chicago, says that one reason why finance companies and banks are wary of Negro paper is because of the dealer's tendency to overload the customer's paying capacity. If dealers would only sell merchandise commensurate with income, more Negroes would get credit, he says.

Follow through with collections, Mr. Bonnem advises, by having a systematic and diplomatic process. If a family has a legitimate reason for not making a payment, it is a good idea to carry it for a reasonable period.

Judge your man: Don't sell a \$500 radio-phonograph when the man is just a porter. Don't do it even if he has worked for 15 years at the same job.

Don't use high pressure; don't be hasty to make a sale. Take time to fill out a good credit application and then go over it closely to check on the weak spots.

Attracting Negro Business

Negroes naturally shy away from stores that openly let it be known that they do not wish their patronage. If you desire colored trade, suggest successful Chicago dealers, hire a colored man to work for you. Harry Gold has one man who has been with him 25 years, another 17, another five, another four. They have proved very reliable and loyal, and develop followings among their race.

Cash pay checks for Negro patrons. The knowledge that the firm will cash pay checks will bring a regular group of working Negroes into the store and it is a great help in getting payments and interesting them in additional merchandise. This custom results in more than 60 percent of the Gold store's business in repeat sales.

Home demonstrations are used with reliable families because it isn't always possible to get the family to the store when both husbands and wives work.

A Few Other Hints

So far as contact with Negroes goes, these merchants report that Negroes like to be treated as individuals, and not as a particular race. Particularly do they object to being called "Sam" or "George" or any other name popularly associated with colored people.

Basically, promotions to Negroes are built around terms instead of price.

Delivery is a big problem with the Negro trade because in so many families everybody is working that the dealer must make sure to arrange a spot delivery when someone is home.

The Negro is not in the market for cheap appliances. He has had experience with the best the market affords and wants it for his own. Therefore, he buys as good as he can afford—which today often means the best.

End



"LET HIM GO—HE'S SOLD 23 GROSS WITH THAT DEMONSTRATION ALREADY TODAY!"

OFFER DEALER HELPS FOR GIFT PROMOTION

A variety of dealer helps to tie in with the NEMA Electrical Housewares Gift Promotion is being offered by the advertising department of Hamilton Beach.



Highlight of the new material is a four-color folder featuring the Hamilton Beach Mixer. The natural-color photograph on the cover shows a mother and daughter admiring the mixer. Inside pages tell the story of Hamilton Beach advantages—Mixguide, Bowl Control, One-Hand Operation, One-Hand Portability and Ever-Turning Bowl.

A folder on Mixette features the gleaming silver foil gift box as well as the mechanical features of this portable mixer.

Special Mother's Day and June Bride newspaper mats on the Model "G" Food Mixer and Mixette are also available in one, two and three-column sizes.

This material is offered without charge to dealers who write Advertising Department, Hamilton Beach Company, Racine, Wis.

URGES SUPPORT OF NEMA GIFT CAMPAIGN



Full cooperation with the Electrical Housewares Gift Campaign has been urged by the sales department of Hamilton Beach.

"We feel certain that this promotion is going to work for dealers who work with it," said Fred S. Tuerk, sales manager. "This is the opportunity for the electrical dealer to win some of the gift volume that has been going to other retailers particularly at this time of the year. It is a well-

costs your customers less . . . while it pays you more!

...for TOP VALUE it's HAMILTON BEACH!

TOP VALUE! Hamilton Beach, at \$37.50 retail, less juice extractor, is the one best buy for your customers. After all, some women prefer this item without the attachment. With Hamilton Beach, she isn't forced to take it! Yes, this lower price tag makes sales because it makes sense to your customers. And Hamilton Beach is *top value* in still another way. It's easiest to use. Yes, easiest of all food mixers, regardless of price. So, it's easiest to sell.

TOP MARGIN! From the chart, you can see how Hamilton Beach pays off. But check your price sheets. See if you don't agree that here is really a sweet picture of profit. And in *quality* Hamilton Beach is second to none—more than 40 years of experience and 15 million appliances say so! It's top value, top quality, and it pays you more. That makes Hamilton Beach good business—any way you look at it.

EASIEST-TO-SELL HAMILTON BEACH

GIVES YOU MOST PROFIT
ON FOOD MIXER SALES!

MIXER "A" PAYS 36.12% PROFIT

MIXER "B" PAYS 36.13% PROFIT

MIXER "C" PAYS 36.13% PROFIT

MIXER "D" PAYS 36.16% PROFIT

HAMILTON BEACH MODEL "G" PAYS 38.18% PROFIT

(Percentages based on List Prices, including tax.)

HAMILTON BEACH Mixette

AMERICA'S FASTEST-SELLING PORTABLE!

A winner since its introduction little more than a year ago. Captures the \$18.75 market for you. Mixette hangs on the wall or fits in a drawer. It's the only 3-speed mixer offering one-hand operation. Most important, it's not a toy but a powerful portable that takes heavy mixing jobs in stride. A *gift-item* natural in its smart black-and-silver package!



\$18.75* RETAIL

Includes gift box, bracket, and screws for wall mounting.

*Prices subject to change without notice.



\$37.50

RETAIL

Includes two Pyrex bowls and extra dough hook.

BOWLS
NOW
PYREX

JUICE
EXTRACTOR
\$4.50*
RETAIL

HAMILTON BEACH ads in The Saturday Evening Post, Better Homes and Gardens, Ladies' Home Journal, American Weekly, and Woman's Day tell your customers the value-quality story!

HAMILTON BEACH Food Mixer

Hamilton Beach Co., Div. of Scovill Mfg. Co., Racine, Wis.

rounded, thoughtfully prepared campaign. All it needs for success is the dealer participation it deserves."

ADS STRESS VALUE QUALITY, EASY USE

In the belief that the public is becoming more and more value conscious,

Hamilton Beach is featuring its \$37.50 price in current advertising of its Food Mixer in Saturday Evening Post, Ladies' Home Journal and Better Homes and Gardens.

The Juice Extractor attachment is listed and packaged separately at \$4.50.

Hamilton Beach's long established quality is also stressed in the ads, with the various ease-of-use features receiving individual attention.

Mixette receives attention in the large-space ads as well as in smaller ads in Woman's Day, American Weekly and Modern Bride.

"The widespread acceptance of Mixette," says a company spokesman, "has been due in large measure to the consistent use of hard-hitting ads which have continually enjoyed outstanding readership."



Hand Yourself a Medal

Here's a meritorious conduct medal you can show with pride if you have made it a policy to supply appliances equipped with heating elements of Nichrome*—the world-famous alloy developed and perfected by Driver-Harris.

For Nichrome is the hallmark of dependability and trouble-free operation—the standard of quality in electrical heating alloys.

By making sure every electrically heated appliance in your line is heat-powered with Nichrome, you render distinguished service to each and all of your customers.

In fact, when you specifically request your manufacturing sources to supply Nichrome

heating units, you not only benefit purchasers, but you, yourself, profit in a big way—through word-of-mouth recommendation, quicker turnover, repeat business, prestige that keeps customers heading for your store.

Such sound judgment on your part, and helpful service to others, deserve a medal—like the one shown above. Different from ordinary medals, which modesty forbids their recipients to publicize, here is one you can talk about to everybody; since dependability in electrically heated appliances is of vital concern to homemakers from coast to coast. And "D-H" signifies dependability *plus*: **DEPENDABLE HEAT** with **NICHROME**.

Nichrome* is manufactured only by

Driver-Harris Company
HARRISON, NEW JERSEY

BRANCHES: Chicago, Detroit, Cleveland, Los Angeles, San Francisco



Manufactured and sold in Canada by The B. GREENING WIRE COMPANY, LTD., Hamilton, Ontario, Canada

*T. M. Reg. U. S. Pat. Off.

Married Couples Make More Sales

CONTINUED FROM PAGE 65

advocate of husband-wife sales teams. He applies a special training system to them, making it a point to thoroughly train the wife as a home economist and instruct her in every phase of demonstrating Frigidaire products. The fine points of financing, appraising trade-ins and comparative selling usually are imparted to the husband by Mr. Kleb or Mr. Ghem. Thus the team is well rounded as an appliance selling unit.

The Square Deal Service owners readily point to the sales chart in the office, which shows that sales volume of the husband-wife sales teams invariably, month after month, is greater than double that of the average salesman working alone. Mr. Kleb declares that the firm intends to train and put into the field additional teams in the near future.

Square Deal Service provides the background support necessary to keep all of its salesmen, and especially the

Anytime an electrical appliance dealer gets weary and tired with his business he should run over and find out how a butcher shop smells.

husband-wife sales teams, in action.

"These behind-the-scenes facilities which are so necessary to good selling, are the company's particular responsibility to our salesmen," declares Mr. Kleb. "They include, first of all, a good service department. We maintain one which is able to take care of any installation, repair and service call or demand for parts.

"Our married selling teams frequently find it advantageous during their neighborly after-dinner visits to sell service. Mrs. Lowther, in her demonstrations, has many times found it a good selling point to guarantee that the best service is available at all times on the product she is demonstrating. And too, a good repair job has often led to the sale of new equipment."

Another section of the business, which the Lowthers of course utilize to the best advantage, is the used appliance department. Trade-ins are a big factor in selling these days, and Dick Lowther's quick and expert appraisal of the trade-in value of equipment has often proved the spur to a fast sale. All salable replacements are reconditioned, repainted and put in good shape, then are displayed in a special sales room at the Square Deal Service store.

Still another pillar of support to the salesmen is the advertising program of the company. Besides the usual media such as newspapers, radio, television, direct mail, billboards, etc., the firm utilizes to the fullest all of the manufacturer's literature available, and constantly ties in with distributor and manufacturer ads. *End*

HERE'S A PACKAGE THAT'S LOADED WITH PROFIT!

Sell This Complete 8 Foot *American Kitchen*

Join the hundreds of Dealers who have discovered what the new "Mrs. America" Package Kitchen means to sales and profits!

Dealers all over the country are telling us about the terrific nationwide interest in the new American Kitchens package—a complete 8 foot kitchen that sells for the sensational price of \$12.51 a month—only \$369.95 complete—just \$37 down!*

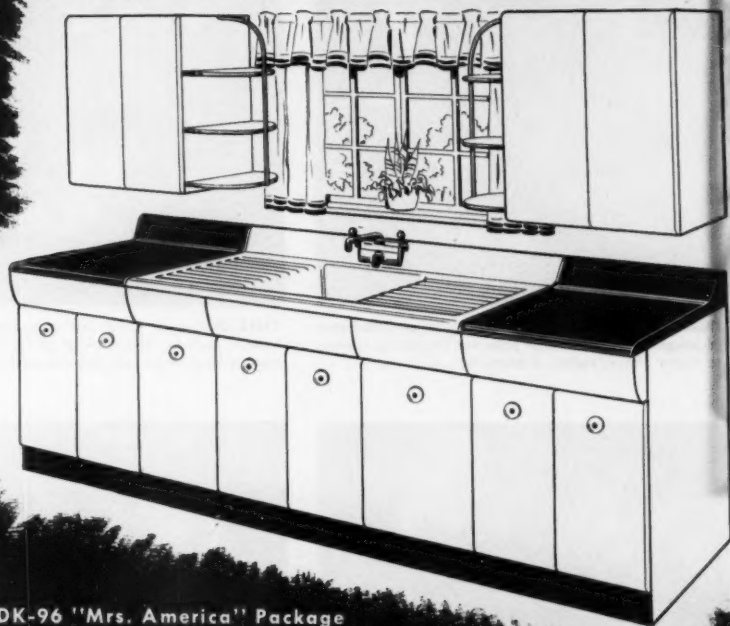
It's the kind of story you can really shout about—for your customers save up to \$30 by buying the package instead of purchasing individual units. And they still can take advantage of that big saving no matter what other units they add to the original "Mrs. America" basic buy.

No wonder sales are going up—and this "Mrs. America" promotion is backed by a terrific spring campaign!

1. National advertising! Beautiful 4 color, 1 1/2 page spread in Better Homes & Gardens and American Home. 13 brand new one-minute color movies, 26 new TV spots. New local ad mats. Generous co-op plan!
2. New dealer identification program. Electric signs, sink displays, door and window decals. "Mrs. America" background display.
3. Automatic mailing program. Four attractive pieces in color featuring the "Mrs. America." Imprinted, addressed, mailed automatically!

Sell the "Mrs. America." Get in on the profitable American Kitchens Spring Campaign today. Mail coupon at right!

American Central Division  Connersville, Indiana



LDK-96 "Mrs. America" Package
Kitchen—Only \$369.95* complete!

*Prices and specifications subject to change without notice.
F.H.A. terms effective at time advertising was prepared.

American
KITCHENS

MAKE MORE MONEY FOR YOU

DON'T MISS THIS AMAZING PROMOTION! MAIL TODAY!
American Central Division, Dept. EM-5, AVCO
Manufacturing Corporation, Connersville, Ind.
I'd like to get in on the American Kitchens
new Spring Promotion. Please have my
distributor see me.

Name: _____
Address: _____
City: _____ County: _____ State: _____

EEL's Seventeenth Annual Sales Conference



MEN BEHIND THE PROGRAM: At the microphone, E. O. George, Detroit Edison Co. At right, Harry Restofski, West Penn Power, Pittsburgh.



SWAPPING STORIES: Joe Marty, electronics sales manager, Admiral, visits with W. G. McKie, Rochester Gas & Electric. At phone is Admiral's John Walt.



CROSLEY'S W. A. Blees gives **Electrical Merchandising's** editor, Larry Wray, the lowdown on Crosley's present competitive situation.



COMPETITORS get together: C. J. Prashaw, manager of range and water heater sales for Frigidaire, listens to Floyd Slasor, right, of Hotpoint.



TIME OUT: host Frank Sacha of Deepfreeze passes bowl of nuts to Jessie Bakker of **Family Circle**, W. S. Hall of Deepfreeze and Bob Alexander.



BARBER POLE TRIO: F. S. Cornell, S. E. Wolkenheim and Jim Donnelly, all of A. O. Smith Corp., find themselves one man short of a barbershop quartet.



NATIONAL PRESSURE COOKER'S vice-president Thomas Haney visits with Loreen Jacobson, of the Wisconsin Power & Light Co.



LULL BETWEEN MEETINGS finds E. C. Easter of Alabama Power Co. exchanging greetings with Fern Snider, formerly of Georgia Power Co.



BETWEEN SESSIONS Fred Kimball, right, of Kansas Gas & Electric Co., Wichita, swaps stories with "Tubby" Schwarz of Ebasco Services, New York.

Draws Industry Figures to Chicago



PLAYING HOST to home economists during the sessions was Bendix's Judd Sayre, shown here with Eloise Davidson, Edison Electric Institute.



PENNSYLVANIA CONFERENCE: George Ousler of Duquesne Light greets H. Briggs, Jr. of Duquesne. Center is Ted McQuiston, Metropolitan Edison.



CLARA H. ZILLESSEN, formerly with Philadelphia Electric, visits with Mrs. Elizabeth Sweeney Herbert, household equipment editor for **McCall's**.



McCALL'S PRIZE WINNER Evelyn Hansen of Utah Power & Light watches the camera and E. H. Gardner of Texas Power & Light Co. watches her.



VETERAN VISITORS to EEL sales conferences are Esther Lee Bride of Union Electric, St. Louis, Mo., and Mrs. Ann Sutter of Duquesne Light, Pittsburgh.



HONORED for stimulating farm sales was Pacific Gas & Electric Co., O. R. Doerr, left, accepts plaque from Neilson M. Mathews of **Farm Journal**.



E. W. MEISE of the San Francisco Gas and Electric Co. accepts an award plaque for his firm's activities from Camille Davied of **McCall's**.



PRIZE for best promotional activity on electric kitchens went to Fla. Power & Light. Henry Keale, left, accepts trophy from Dwight Anneaux, Hotpoint.



TWO MEN, Frank Kitzmiller of EEL and Ralph P. Wagner of Niagara-Mohawk, hand over lighting award to Stella Fetzer, Cincinnati Gas & Electric.



280 Automatic Iron



2125 Hot Plate



680-17 Toaster with Tray



805 Automatic Heating Pad



9182 Combination Sandwich Grill and Waffle Iron



334 Automatic Iron



C612 Automatic Pop-Up Toaster



710U Heater

new MAGIC MAID
TOASTER sensation...



Styled to Sell

Priced to Sell

and Packaged to Sell

FOR SALE
By Radio Inc.
WINSTON-SALEM, N.C.

News Briefs

New Type Co-op Ads. Ben Hur Mfg. Co. has launched a new type of cooperative advertising program in which Ben Hur salesmen and distributors are partners in the planning and execution of the advertising. The basic idea of the plan is to make national advertising dollars do the most work at the dealer level.

Spring Meeting. Coolerator national sales managers met in Duluth in late March to preview sales and merchandising plans for the spring and summer selling seasons. Vice-president W. C. Conley, Jr., warned that "the appliance industry will have to buckle down to get its share of the consumer's dollar."

Move Sales Office. The sales operations of the Philadelphia regional office of the Crosley division of Avco Mfg. Corp., have been transferred to New York. The move affects distributors in Baltimore, Hazleton, Philadelphia, Richmond and Roanoke.

Thor Campaign. A spring advertising campaign featuring full page ads in three national magazines and three 1,000-line insertions in 56 daily newspapers has been undertaken by Thor Corp. Advance dealer interest was stimulated by the mailing of recorded sales message by M. R. Wilson, general sales manager.

Record Ad Campaign. Emerson Radio and Phonograph Corp., has launched the largest factory-paid advertising campaign in its history. The campaign is built around the "life-testing" of Emerson products for better performance and longer life.

Expand Again. Shura-Tone Products, Inc., Brooklyn phonograph manufacturer, has leased an additional 6500 foot factory in Brooklyn, marking the firm's third expansion move within two years.

Buy Three Plants. Philco Corp. has purchased three new manufacturing plants in Bedford, Ind. Immediate plans call for the use of the plants in defense production but the company said it believed "they will become a permanent part of Philco's over-all productive capacity."

Break Ground. Work has begun on the construction of a large manufacturing and assembly plant for Zenith Radio Corp. in Chicago. The new plant will be joined to a factory recently purchased from the Louis Hanson Furniture Co.; together they will provide a total of 453,000 square feet of floor space.

Ten Millionth Unit. The Hoover Co. in late March turned out the ten millionth vacuum cleaner manufactured by the firm. The firm began producing cleaners in 1908 and reached the million mark in 1923. The ten millionth was a tank-type.
(Continued on page 170)

Plan Warehouse. Westinghouse has purchased 3½ acres of land in Farmers Branch, near Dallas, for construction of a warehouse which will have room for nine million light bulbs.

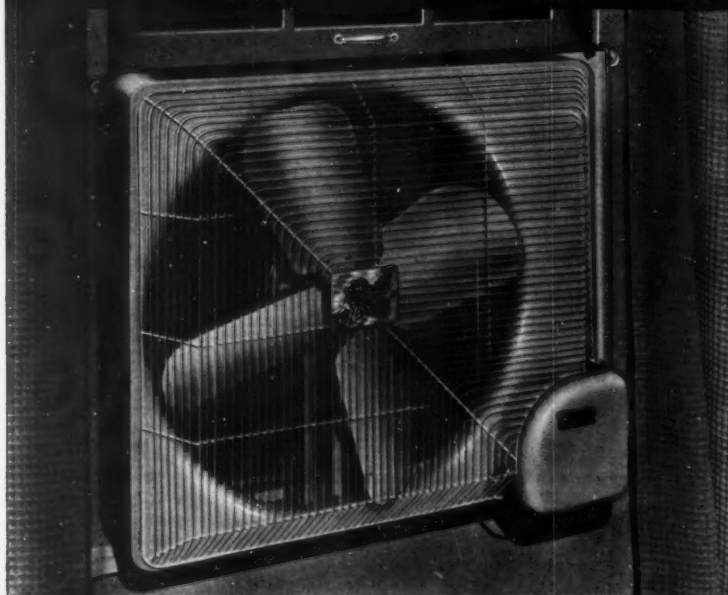
Stage Fashion Pageant



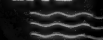
SPRING FASHIONS, historical musical instruments and the latest Westinghouse television receivers were among the ingredients of a successful pageant recently staged in Syracuse by Westinghouse, Melville Clark of the Clark Music Co., and the Addis Co., Syracuse fashion store. The pageant depicted the development of musical entertainment with the final scene featuring Westinghouse TV sets and the latest spring fashions. Featured in the pageant was Dorothy Grover, above, national sweetheart of Sigma Chi. With her are R. J. McCusker, eastern district TV and radio manager for Westinghouse, Dick Sondefur of WESCO, Syracuse, and Fred McCarthy, Westinghouse sales promotion manager.



A NEW STANDARD OF SUPERIOR PERFORMANCE



LAU



Niteair

NA-24-W • NA-30-W

Large Window Fans

Outstanding among all the Window Fans on the market—the Lau "Niteair" 24-inch and 30-inch models bring a new measure of performance. Adjustable steel panel permits installation into windows up to 36" wide (side spacer available for wider windows). Two sizes, each available with 2-speed motor. Quiet and powerful, compact and smart. COMPARE "Niteair" with any other Window Fan.



Get behind the "NITEAIR" Line

You get greater sales and better profits with "Niteair" window fans. From the big 30-inch model featured to the smaller models shown below . . . there's a size and style to meet every need. Now you can feature the well-rounded, quality line and be sure of complete customer-satisfaction during the big fan selling season. Compare "Niteair" Fans with ANY others . . . you'll realize their superior features.

NA-18-W



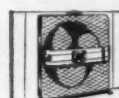
A powerful, economical Window Exhaust Fan with white plastic side expanders (fits windows up to 38" wide). Built to high specifications. Moves 2,000 C.F.M.

NA-20-W



Window Exhaust Fan with all steel side expanders (fits windows up to 39" wide). Has close mesh rear guard, variable speed switch. Moves 2500 C.F.M. at high speed.

NA-20-PW



The Complete Portable, Reversible Window fan with steel expanders (fits into windows up to 39" wide). Variable speed switch gives a variety of speeds, up to 2500 C.F.M.

NA-20-P



An outstanding Portable Fan with rubber cushioned feet and "fingerproof" guards front and rear. Use it anywhere in home or apartment. Weighs 25 lbs. Moves to 2700 C.F.M.

NA-1216



All new multi-purpose fan designed especially for Casement Windows but adaptable to a multitude of uses. Can be used singly or in combination of two units.

THE



BLOWER COMPANY • DAYTON 7, OHIO

See Your Jobber or Write The Lau Blower Co., 2005 Home Avenue for Full Information

WILSON FREEZERS

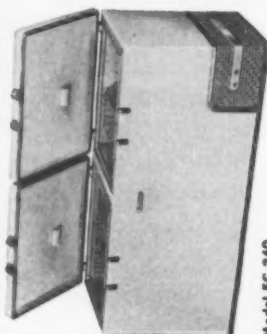
NEW WILSON FREEZER CHESTS

Beautiful new space-saving designs that hold up to 1/2 more food with no increase in outside dimensions. Flat, table-high, top work surface. Wrap around freezing walls. Large fast freeze section. Manual fast freeze control. Automatic safety signals and interior lights. Sliding baskets and removable dividers. Current-saver hermetic units. Five-year warranty covers food loss, mechanical failure and service replacement.

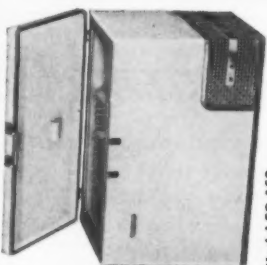
Other Wilson Freezers

In addition to chest freezers the Wilson line includes self-contained upright "Reach-In" Freezers in capacities for 550 and 1000 lbs. of food and deluxe "Sectional" Freezers with capacities ranging from 1/2 to 2 tons of food.

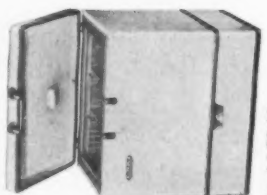
WILSON
REFRIGERATION, INC.
Smyrna, Delaware
FARM MILK COOLERS • HOME FREEZERS • COMMERCIAL REFRIGERATION



Model FC-240
Holds 825 lbs. of food



Model FC-152
Holds 525 lbs. of food



Model FC-82
Holds 300 lbs. of food

Freezers are loaded with the features customers want—including a reasonable price. All of which means MORE sales, EASIER sales, GREATER profits for Wilson Dealers.

Few freezer lines can match Wilson's reputation for reliability. Any householder who owns a Wilson can tell you why Wilson is the freezer for you to sell. Wilson is a known freezer—one of the pioneers—and nationally advertised. And Wilson

TODAY—WRITE, WIRE, OR PHONE A. A. DAVIS CONCERNING FRANCHISE AVAILABILITIES.

LOOK



NEWS BRIEFS

CONTINUED FROM PAGE 168

West Coast Plant. Tele King Corp. of New York has announced plans to lease a West Coast factory for the assembly of television sets. Chassis will be completed in the east and shipped to the West Coast for incorporation into cabinets manufactured near Los Angeles. The new organization will be known as Tele King Pacific Corp.

Add Fifth Plant. Kaye-Halbert Corp., has added a fifth plant to its production facilities. It will be used principally for government contracts. The firm is continuing to place its main emphasis on TV set production, however, and is extending its distribution nationally.

TV for Schools. Over 30 schools in the Philadelphia area have been given television sets under a plan sponsored by Philco Corp. and American Stores Corp. Awards to the schools are based on "votes" represented by cash register receipts from American stores and Acme supermarkets. The plan has been extended to other metropolitan areas on the East Coast.

Spring Vac Drive. Westinghouse has announced plans for a vacuum cleaner spring sales campaign designed to push the sale of the firm's cleaners where inventories are good. The campaign relies on strong advertising and will not have any special combination or price deals.

Triple Facilities. Manufacturing and engineering facilities of the Jerrold Electronics Corp. have been tripled by completion of new plant space in Philadelphia. The expansion was made necessary by a growing demand for multiple antenna systems. The firm reports hundreds of inquiries for special aerial systems to supply entire communities beyond the present fringe area.

Cut Back Work Week. The East Paterson plant of Allen B. Du Mont Laboratories, Inc., was placed on a four-day work week in late March as a result of government restrictions on the end use of steel. Dr. Du Mont said that when new government contracts are completed the company hopes to resume full production at the plant.

Public Reaction. Fourteen hundred requests for a booklet on the "truth in television" were received by the Belmont Radio Corp. immediately after it ran its first advertisement on the offer. The booklet contains reprints of previous advertisements on the subject.

New Ironer Plant. Empire Ironer Inc., has begun construction of a new 16,000 square foot plant in Rossmoyne, a suburb of Cincinnati. The plant will permit straight line assembly methods and will be easily converted to defense production.

Offer Prizes. Hotpoint, Inc., has launched a "\$1,000 Sweepstakes" to encourage participation by dealers, distributors and utilities in *Institutions* magazine's food service contest. The company will award cash prizes to "first award, award of merit and honor award" winners in the magazine contest which show 11-electric commercial cooking installation featuring Hotpoint units.

Air King Campaign. Air King Products Co., will spend a million dollars this year on consumer and key city advertising.

Great Lakes Trip. Winners in Timken Silent Automatic's 1951 "sellabration" contest will receive a three-day Great Lakes cruise next September. The contest continues through June 30.

Move Parts Center. Westinghouse's electric appliance division has completed the job of moving 890,000 pounds of renewal parts from their East Springfield, Mass., plant to the firm's renewal parts center at Newark. It is expected that order handling time on these parts will be cut about 67 percent.

Consumer Ad Drive. Ebco Mfg. Co. has announced plans for a 1951 advertising campaign which will use space in leading consumer magazines. The promotion will be supported by an intensive merchandising program. It covers both air dryers and water coolers.

Service Clinics. The teletest service control department of Allen B. Du Mont Laboratories, Inc., has scheduled 450 television service clinics for the coming months. Regional service managers, field representatives and distributor personnel will conduct the clinics.

Reduce Prices. Sheldon Electric Co., a division of Allied Electric Products, Inc., has announced plans to pass on to purchasers savings on picture tubes made possible by new production equipment. The firm can now produce between 4,000 and 5,000 tubes per day.

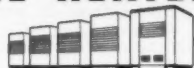
Record Quarter. Earnings of Fedders-Quigan Corp. in the first quarter of the current year were higher than for any comparable period in the firm's history, stockholders were told last month. Frank J. Quigan, chairman of the board, singled out room air conditioning as one of the principal factors contributing to the continued growth of the firm.

New Plant. Sylvania Electric Products, Inc., has begun manufacturing fluorescent lighting fixtures in a Wheeling, W. Va., plant formerly occupied by Continental Can Co.

SCOTSMAN MEANS BUSINESS!

NEW 1951

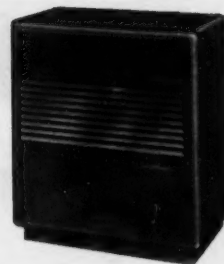
SCOTSMAN
"Thrift-Pilot"
OIL HEATERS



- **ONLY SCOTSMAN** has the exclusive, patented "THRIFT-PILOT" burner. Burns at *True Pilot Stage* . . . one quart of oil lasts 12 hours . . . saves up to 50% in mild weather!
- **100% AUTOMATIC HEATING WITHOUT ELECTRICITY!** New "Add-On" thermostat keeps temperature constant . . . within 2 degrees at all times! No wiring expense . . . no electricity needed. A selling feature *without parallel!*
- **SQUARE HEAT CHAMBER.** Over 25% more heating surface than ordinary round chamber!
- **LARGE "HEAT-ECONOMIZER."** Increases radiating surface, Reduces chimney loss, Saves fuel, Speeds up warm-air circulation!
- **MORE "SALES-CLINCHING" FEATURES!** A MODEL FOR EVERY PROSPECT!

NEW 1951

SCOTSMAN
"Quality-Plus"
GAS HEATERS



- **NEW, IMPROVED "All-In-One" 100% AUTOMATIC SAFETY SHUT-OFF CONTROL!** The greatest improvement in heater controls in years! Completely automatic! Completely **SAFE!**
- **"NO-FLASH-BACK" STAINLESS STEEL, RIBBON TYPE BURNER!** Will not corrode, rust or burn out. Silent burning. Highest efficiency!
- **COMPLETELY AUTOMATIC HEATING WITHOUT ELECTRICITY!** New "Add-On" thermostat. An unsurpassed sales feature!
- **LARGE HEAT CHAMBER . . . DOUBLE "GAS-ECONOMIZER"** Gives more winter comfort from every penny's worth of fuel!
- **MORE SELLING FEATURES FOR QUICK, PROFITABLE SALES.**

**NEW 1951 SCOTSMAN SPACE
HEATER PROMOTION
. . . THE GREATEST EVER!**

The sensational SCOTSMAN "Gift Automatic Thermostat" promotion, coming soon, will move SCOTSMAN heaters off your floor as *never before!* It will make the SCOTSMAN heater line one of your most *profitable* major appliance lines! Every detail has been planned for you. Complete promotional material will be furnished. We're going "all out" to see that every SCOTSMAN dealer is guaranteed *faster sales, easier sales and greater profits!* Get on the band wagon for more business with SCOTSMAN because SCOTSMAN MEANS BUSINESS!



**DO YOU WONDER THAT
SCOTSMAN SALES ARE**

BOOMING!

**FIND OUT WHY "IT'S EASIER TO
SELL SCOTSMAN". WRITE TODAY!**

AMERICAN GAS MACHINE CO.
Dept. EM51, Albert Lea, Minnesota

- ☐ Please send Complete Catalog and Prices.
- ☐ Send me full details about a profitable SCOTSMAN dealership.
- ☐ Send details on the SCOTSMAN "Gift Thermostat" promotion.

Firm Name _____
Address _____
City _____
By _____ Zone _____ State _____
(Name)

"The Set the Experts Own"

hallicrafters

precision television



TELEVISION CAMERAMAN
Steve Wagner, Chief Cameraman
Leading Chicago TV Station

TELEVISION NEWS EDITOR
Ted Materna, Writer and Editor,
Publisher "National TV Directory"



Model 17 848

Mahogany, Oak, Maple—17" Rectangular
Tube; in graceful Chippendale design.
Deluxe chassis with the Dynamic Tuner.

hallicrafters TV
THE SET THE EXPERTS OWN!

WORLD'S LEADING MANUFACTURERS OF PRECISION RADIO & TELEVISION • CHICAGO 24, ILLINOIS

Honorary Chefs at Work



ENJOYING their "work" during a special course in fancy cooking given for business executives recently by chefs at the Hotel Duluth are W. C. Conley, Jr., Coolerator vice-president in charge of sales, Ward R. Schafer, vice-president and general manager of Coolerator, and J. H. Moore, president of Marshall-Wells Co., wholesale hardware firm.

NEMA Appliance Men Vote To Continue Promotions

Despite the prospect of production cutbacks, all members of the major appliance division of NEMA have approved the continuation of the educational and promotional activities of the division, B. C. Neece, chairman of the appliance division, said during NEMA's annual winter conference in mid-March.

Neece, who is vice-president of Landers, Frary & Clark, pointed out that the need for consumer education on the most effective use of appliances becomes even more important in a semi-war economy.

NEMA members attending the conference were told that materials, rather than markets, manpower, skill or plant capacity, were the greatest problems for the period immediately ahead. Col. Willard Chevalier, executive vice-president of the McGraw-Hill Publishing Co., told the groups that for the time being "we Americans must forget our traditional policy of living up to our total productive capacity until a war is upon us, and then improvising an armament industry to save our hides. From now on, we must get used to living in an arsenal economy."

Set Makers and Broadcasters All Agree: Too Few FM Sets

FM broadcasters and manufacturers meeting in Washington in mid-March agreed that the demand for FM-AM radios now exceeds the supply but disagreed over the reasons for the situation. Manufacturers blamed the shortage on heavy buying due to Korea, but broadcasters contended that FM-AM production had been short of public demand for some time.

The group decided to gather additional specific data on the FM market and hold another joint conference later in the spring. Represented at the March conference were the RTMA, the National Assn. of Broadcasters and the FM Industry Committee.

**Ask the
profit-happy
men who sell them!**

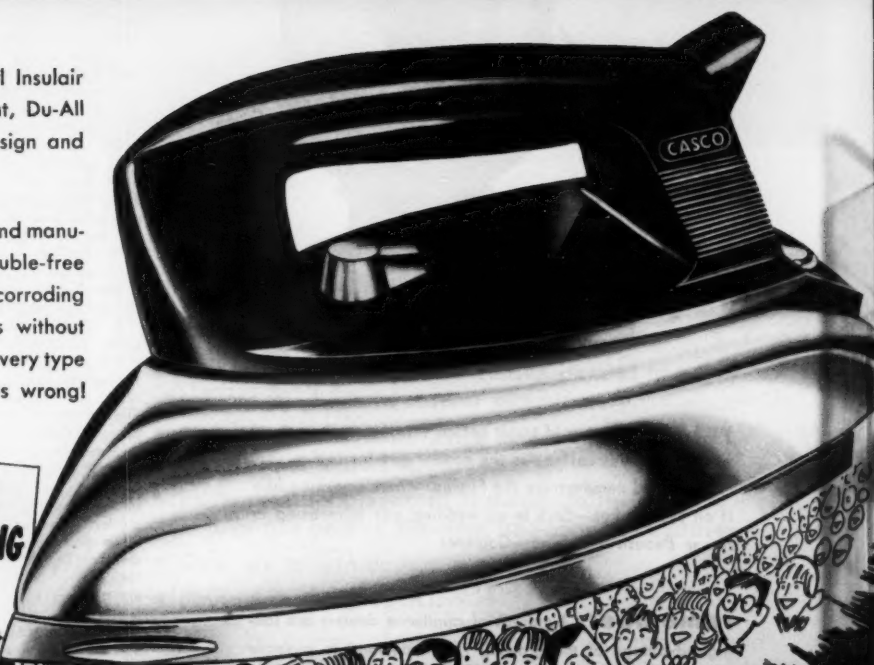
**Ask the
delighted women
who bought them!**

All Agree

CASCO 51 TOPS THEM ALL...

IN FEATURES—like the famous Stainless Steel Insular Boiler with Damp-Steam action, Suprac Thermostat, Du-All Fabric Dial, Flip-up top, lightweight streamlined design and many others!

IN PERFORMANCE—because engineering and manufacturing skill has made the Casco 51 the most trouble-free iron ever developed. It uses ordinary water without corroding or rusting; steams generously for over 1½ hours without refilling. Its sole plate temperatures are accurate for every type fabric. Nothing sticks! Nothing jams! Nothing goes wrong!



**Facts about steam ironing
every woman should know...**

Smelt the stainless steel... For long years of trouble-free service... without corrosion or rust in the water-boiler... no ordinary metals like brass match the durability of fine stainless steel. Cuno 51 is stainless steel... woody and out!

Value: Used to regulate moisture for steam ironing in laundries. Most irons have only 1 to 3 heat for steam ironing but it is very important to steam iron with temperatures as precise as possible. The temperature is controlled as in dry ironing. Car 31 is the only iron with steam buttons for every type fabric.

Set place temperature - The thermostat is the heart of any automatic system - controlling the amount of heat used in heating. Inaccurate temperature control means higher energy costs or results in shabby heating. Consider the exclusive thermostat is the one accurate made.

Long-steaming train to
reconvert . . . You have a
to be impatient with units that
only for a short time. Make sure
run can steam through an
lasting without frequent
times to refill it. Costs \$1
over 100 hours!

**Ordinary steam's no
bromine!** Indifferent some
these different types of steam
burnt economists say that da
steam is best because it really d
ens (rather, in your case, you
heavy wrinkles and makes it o
look crisp! The Cares 31 o
Insular Boiler gives you value
most, damp steam.

Good dry train, too!
 sure your train is light-weight balanced, has a comfortable and is equipped with a fabric dry resting on well 22 steam. Endurance stress devotee is few things to own dry! weighs only 21 lbs. has enough for both stress and success. For more information, call 1-800-444-4444.

McCall's

...Pure Joy in Te...

For All

with Occ...

the NEW
CASCO
STEAM & DRY IRON

COMPANY

Tennis
glove
and
with
rub
the

...ing's so much easier with Casco's 13-
through laundry on a cushion of air.
refresher clothes as you iron. Iron
not advance speaking... stop when
fear of misdeed. 500,000 happy Cas
n's nothing like this flower of all str
41 APPLIANCES, MAINTENANCE, REPAIRMENT &
CASCO

Better Homes


**ARE YOU
AN IRONING
SLAVE?**

NOT IF YOU HAVE THE *NEW*
CASCO 51

...and Only RIGHT WITH WORK-
SAVING
mp Steam Action!

Happier, happier days ahead for you, but forever from "racing deadbeats." Billions of pennies, dump-stones, instantly bloated wrinkles, smooth stubborn creases. Chuglers and well-worn slacks come alive again! Just fill your lighterweight, Gossamer

...you'll have to sweat with ordinary water...
to "iron," "steam," "vacuum," "tall," or "vacuum,"
but to long or iron shorts as a known
wearing crackling... you iron clothes, hang
dry, right off the line or out of the hamper.
You'll know Gator by pumping you...
for softening your clothes.



IT'S YOUR SURE WINNER IN THE BILLION DOLLAR GIFT MARKET!

Feature
the

CASCO 51 *Damp Steam* IRON

AND TIE-IN PROFITABLY WITH THE POWERFUL
NEMA PROMOTION

TO MAKE ELECTRIC HOUSEWARES — FIRST CHOICE
FOR EVERY GIFT OCCASION

POWERFUL! COLORFUL! BIG-SPACE CASCO NATIONAL ADVERTISING REACHING OVER 65,000,000 MAKES CASCO SALES FOR YOU—RIGHT IN YOUR CITY—ALL YEAR 'ROUND

LOOK AT THE IMPACT FOR SPRING & EARLY SUMMER!
BETTER HOMES & GARDENS: FEB., JUNE, JULY
McCALL'S MAGAZINE: APRIL, JUNE
WOMAN'S HOME COMPANION: MAY, JULY

DEPENDABLE PRODUCTS FOR OVER A QUARTER CENTURY

CASCO

CASCO PRODUCTS CORP., BRIDGEPORT 2, CONN.

be your local FILTRON headquarters!



yes, the Filtron cold water coffee extractor—the newest way to delicious coffee—is the newest gift for brides.

Stock and demonstrate the Filtron—there's nothing like it on the market—cash in on wedding gift advertising in *House Beautiful—Living—Gourmet*.

remember, hundreds of appliance dealers are taking advantage of the growing Filtron demand to increase traffic—add a new high discount source of income and build prestige and good-will.

FILTRON COLD WATER COFFEE EXTRACTOR

retails at

\$19.50

slightly higher west of Rockies

check these dealer features:

- Made from non-shortage materials
- Top discounts
- Easy to demonstrate
- Growing demand plus novelty
- Complete co-op merchandising

Ask your jobber for complete details
or write direct to

Helmco-Lucy

1215 W. Fullerton Ave.
Chicago 14, Illinois

Problems of Dealers, Distributors Discussed at Marketing Conference

Speakers at San Francisco meeting stress
importance of civilian economy

The importance of preserving a healthy civilian economy throughout the period of defense preparation was the theme of the seventh National Marketing Conference of the Chamber of Commerce of the United States, held in San Francisco March 6 and 7. Among the comments of the speakers who addressed the two-day conference, are the following that are of particular interest to electrical dealers and distributors:

John S. Knighton, general sales manager, Servel, Inc.: In this time of threatened shortages, it is important for every organization to analyze the facts of its own problem. Have your customers changed their habits? If sales were formerly to low income groups with emphasis on credit selling, it may be time to explore opportunities in other fields. It is important to analyze your salesmen and know where they have been getting their business. They—and you—may have been operating in a rut. Creative selling still has its importance. Recognize your problem—it may be due to the national or international crisis, or it may be just plain bad habits on the part of your own organization.

J. R. Christiansen, ZCMI, Salt Lake City: By eliminating slow moving items, we can reduce investment, space, handling, paper work and other costs. Seventy-five percent of the business is done on twenty-five percent of the stock. Analyze your stock—adequate stock control systems will help here. If it doesn't sell, get rid of it. Strive to lower operating costs by more modern plants and material handling methods, simplification of procedure, better control of inventories. . . Good human relations are more essential to the success of a business than any one single thing. Careful selection, training and supervision of personnel cannot be overemphasized. And then, sell. When we learn how to get more volume from a sales force of the same size or a larger order through sales training, we are taking a positive step toward reduction of costs. . . Plan for the long pull.

Ray Turnbull, western commercial vice-president, General Electric Co.: Retailers who now have high inventories would do well to remember that the emergency in the sense of shortages may be of a relatively short duration. Production is being speeded up to the point where it can serve both military and civilian needs. Before cutting off selling promotion, remember that your customers are a parade, not a crowd—you have to keep telling the story to reach the next generation. Never base the future on the pattern of the past. During the period when there is less merchandise available, it is the duty of the industry to see that it must be made to serve longer. If the manufacturer cannot supply parts for service, he should stop his production line long enough to make the necessary parts. The

manufacturer must maintain service and loyalty to his wholesaler, treating all alike; the wholesaler must keep his dealer contacts and continue to render service, otherwise he will be by-passed. Distributors should not be afraid to help the dealer be successful even in another field.

Philip Corrin, vice-president, Bullock's Inc., Los Angeles: Whether due to fear of atomic bomb attacks or not, decentralization, or suburbanization, is a growing tendency which is going to revolutionize retailing. Downtown retailers must recognize the fact and adjust themselves to it. Today every major store in downtown Los Angeles has or is planning from one to four suburban stores. Suburbs are growing faster, showing higher proportional bank deposits and buying more merchandise per capita than the downtown area. In addition to establishing branches, downtown stores are modernizing their buildings, doing what they can to provide downtown parking areas and working for better transportation facilities. Retail merchants in all fields and in all sections of the United States face the problem in a greater or lesser degree. Their continuing success will depend in large measure on their recognition of the situation and their adjustment to it.

P. T. Finch Elected President Of Fan Manufacturers Group

Parker T. Finch, sales manager of the Hunter Fan and Ventilating Co., has been elected president of the Propeller Fan Mfrs. Assn. Other officers elected at the group's annual meeting in Daytona Beach in March were B. G. Krause, manager of Air Controls, Inc., vice-president, and L. O. Monroe, secretary and treasurer.

Honor to Necchi



LEON A. JOLSON, left, president of Necchi Sewing Machine Sales Corp., accepts the 1951 Academy of Designing gold medal award from Prof. I. Rosenfeld, director of the Academy. Benjamin Krisiloff, Necchi secretary, is at right. The awards commemorate the Academy's 50th anniversary.

BEE-VAC APPLIANCES

Offer you

**ATTRACTIVE DESIGNS
PERFECTED ENGINEERING
PRECISION MANUFACTURE
DEPENDABLE PERFORMANCE**



When deciding on a line of electrical household appliances look to the reputation and financial standing of the manufacturer. Back of every BIRTMAN guarantee are . . .

- Two thoroughly modern factories, geared to volume production, careful manufacture.
- Forty-two years' experience in the manufacture of electrical household appliances.
- Millions of dollars worth of merchandise now in use both in America and foreign countries.
- Over six million dollars in resources.
- Financial rating, AAA1.

The entire organization — personnel, equipment and policies are of the highest type. In every department, from designing laboratory to final factory testing and shipment there is no compromise with "Quality, Always."

BIRTMAN ELECTRIC COMPANY
CHICAGO 39, ILLINOIS, U. S. A.



See Our Exhibit
CHICAGO FURNITURE MART
JUNE 18-28
17th Floor — Space 35 and 36



WEBSTER ELECTRIC

Ekotape trade acceptance *Builds sales!*

Quality enters the choice of a tape recorder—that's why the trade has placed the stamp of approval on Ekotape. Here you have a quality product...engineered for perfection of tone and trouble-free performance. Portable, and as smart in appearance as new luggage...it's the kind of tape recorder that sells easier...and faster. It has economy of operation; the 3 3/4" per second tape speed and "twin track" recording give two-hour playing time with a seven-inch reel of tape; one hour with a five-inch reel. It is simple to operate; one central control selects tape speed and direction...fast forward...standard forward for recording and playback, or fast rewind. A separate record-playback control eliminates any possibility of accidentally erasing a recording. Ekotape comes completely equipped with microphone and cord, cord for connecting the recorder to radio tuner or record player, and one five-inch reel of tape. If you are not already handling Ekotape, write the Webster Electric Company, Racine, Wisconsin for details of our dealer program.

WEBSTER ELECTRIC
RACINE • WISCONSIN

"Where Quality is a Responsibility and Fair Dealing an Obligation."

Birthday for Mower



SAM BRIGGS, lawn mower sales manager for Reo Motors, Inc., cuts a birthday cake during celebration of production of 500,000th Reo lawn mower. Awaiting a slice of cake is assembly line worker Gennie Kryzsky. In the background is Francis Korff, who built the company's first mower five years ago.

Tropic-Aire Buys Meriden Plant of Manning, Bowman

Meriden, Conn., last month saw the departure of one appliance manufacturing operation and the arrival of another to take its place.

The departing firm was Manning, Bowman & Co., a division of McGraw Electric Co., which relinquished its Meriden plant because defense orders had not yet been received in enough volume to balance cutbacks in civilian production.

The newcomer was Tropic-Aire, Inc., of Chicago, producer of electric heaters and a firm with an order backlog of \$3,000,000, some of it in connection with radar defense work. (Keeping the moves entirely within the appliance-radio-TV trade, Motorola took over the factory relinquished by Tropic-Aire in Chicago.)

John C. Sykora, president of Manning, Bowman, pointed out that his firm will "soon be out of the metal coffee maker business" due to NPA copper restrictions. Additional restrictions will soon reduce production on other appliances by 30 percent. Manning-Bowman's recently expanded appliance line will now be produced in other plants of its parent firm, McGraw Electric Co. Sykora said the firm planned additions in new styles of waffle makers, broilers, irons, automatic coffee makers and other appliances "as governmental restrictions permit."

"Box Office" Video Finishes Public Test

April Fools Day brought to an end the Zenith Radio Corp. phone-vision test in Chicago. After three months, the data (gathered for an FCC application) showed an overwhelming willingness of the public (or the 300 Chicago area guinea pigs) to pay to see top attractions—minus the advertising messages on television.

Slightly more than 22 percent of the families, picked to represent a

cross section of Chicago, saw each movie. This figure does not include the first month of the test when the novelty factor and huge publicity buildup created an abnormal interest in the experiment.

This 22 percent attendance is a higher rate than view movies in theaters. It was obtained with movies that were as much as 12 years old. Most were good movies, but some were not as good as can be seen on commercial TV.

Attendance at phonevision ran between 460 and 465 a week with Saturday and Sunday the best days. Competing events on free television influenced attendance. (The night of the Robinson-LaMotta boxing match there were only four phone-vision customers.)

Coolerator To Launch Heavy Spring Promotion

Emphasizing that "there is still merchandise to sell," the Coolerator Co. last month told its district managers that it was about to unveil one of the most aggressive spring merchandising and promotional campaigns in the firm's history.

"The most realistic approach to present uncertainties is for dealers, distributors and manufacturers alike to keep promotion and merchandising machinery in high gear to sell what we've got," W. C. Conley, Coolerator vice-president in charge of sales, told the district managers at the firm's annual spring sales conference.

Coolerator has added five supplementary models to its current refrigerator line. The line will be featured in the firm's spring consumer advertising. Regional and local advertising plans as well as new sales promotional material were reviewed for the district managers. According to ad manager H. C. Beresford, "the new spring promotion is designed specifically to carry the Coolerator sales organization through the season of greatest interest and demand for refrigerators."

**HAD A 300% INCREASE IN FEDDERS
SALES LAST YEAR...EXPECT TO
DOUBLE THE INCREASE
THIS YEAR!**

*says: JAMES A. McCUE, President
JAMES A. McCUE CO., Inc.
269 Huntington Ave., Boston, Mass.*

FEDDERS SALES SKYROCKETED 300% all over the country in 1950... while industry sales were up only 100%! Get in on the boom now!

1. Fedders offers a complete, brand-new line, spearheaded by the sensational, low priced $\frac{1}{2}$ ton capacity unit, with attractive, feature-packed $\frac{1}{2}$ and $\frac{3}{4}$ ton window models, plus stunning 1 and $1\frac{1}{2}$ ton console models.

2. You have the biggest, richest untapped market in the appliance industry—the only big-ticket appliance that can sell four or five to a customer!

3. Fedders backs you up with the most powerful ad campaign the industry has ever seen...in magazines, radio and TV!

4. Fedders gives you two completely worked-out sales plans that include everything you need to create store traffic and bring in profits.



A GREAT NAME IN COMFORT

ELECTRICAL MERCHANDISING—MAY, 1951

MAIL THIS COUPON NOW!

**FIND HOW YOU CAN TURN HOT HUMID
WEATHER INTO COLD CASH WITH
FEDDERS!**

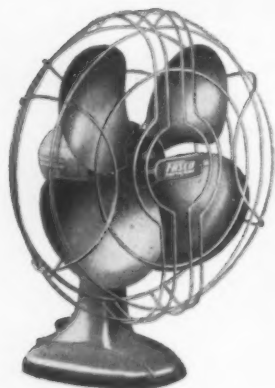
Fedders-Quigan Corporation, Unit Air Conditioner Division
Dept. EM-4, Buffalo 7, New York

Gentlemen: Please send me complete information on how I can make extra profit selling the 1951 line of Fedders Room Air Conditioners.

Name _____
Company _____
Address _____
City _____
County _____ State _____

GET SET FOR SUMMER
NOW!

FOR COOL PROFITS IN HOT WEATHER



DISPLAY **FASCO** OSCILLATING FANS

The first warm day starts the demand for **FASCO** oscillators . . . Are you ready to meet it?

FASCO Oscillating Fans are old favorites for smooth, long-wearing performance. Now they're dressed in sleek, modern styling and handsome finish . . . with the steady, quiet power customers want.

There's a model for every buyer's need—10", 12" and 16" blade sizes. Display them prominently; they'll sell fast with a good profit margin for you. And their superior quality and performance mean satisfied customers.

Cash in on the popularity of

FASCO FLOOR FANS

This new Lo-Level Fan wins new friends every day. Beautiful, durable, quiet and safe—it moves all the air in a room without a trace of a draft. And only FASCO offers a solid base that keeps floor dust out of the breeze. Models with 10" and 12" blades.



Be sure you have FASCO Fans ready for the warm weather that's coming. Order your stock now.

WRITE FOR '51 CATALOG AND PRICES TODAY

FASCO Industries, Inc.
ROCHESTER 2, N. Y.

formerly F. A. SMITH MFG. CO., INC.



GETTING INTO the television servicing business, S. M. Barr, Western Union vice-president, signs on authorization for Western Union Services, Inc., to install and service Du Mont television sets. Looking on is Ernest A. Marx, general manager of Du Mont's receiver sales division.

Western Union To Service Du Mont Television Sets

Western Union Telegraph Co. this month went into the television servicing business.

The company has formed a new subsidiary (Western Union Services, Inc.) to handle the new business and has begun limited operations in a three county area in northern New Jersey. Agreements have been signed with Allen B. Du Mont Laboratories, Inc., authorizing the new firm to install and service Du Mont sets.

The New Jersey operation will be used by Western Union as a pilot activity to gather experience for planning possible expansion to other areas. Only Du Mont sets will be serviced at the present time. Ernest A. Marx, general manager of Du Mont's receiver sales division, emphasized that independent service organizations and self-servicing dealers will continue to be eligible to handle Du Mont servicing.

Universal Sponsors TV Show Over 17-City Network

Landers, Frary & Clark has assumed sponsorship of the Thursday afternoon sessions of the Susan Adams home-making show on the DuMont network. The program is televised in 17 cities. Miss Adams originated the Betty Crocker Magazine of the Air.

RCA Service Co. To Expand Recruiting, Training Plans

In the final nine and one half months of 1951 the RCA Service Co. will spend over a million dollars on an intensified technician-training program to meet the service requirements of both the government and the television public.

The program involves the securing of replacement trainees for technicians already called to military service and the advanced training of television installation and service technicians. One phase of the program includes a prize competition among all the company's service branches; prizes will go to the branches which attain the best consumer relations records. In addition, the firm is continuing its training efforts among self-employed technicians and has begun a television training program for radio servicemen in non-television areas.

Easy Honors Seven District Managers for Sales Work

Seven district sales managers of the Easy Washing Machine Corp. have been presented merit awards for "outstanding professional salesmanship in 1950." The awards, based on performance in sales, market research, advertising and sales promotion, were made by W. Homer Reeve, Easy vice-president in charge of sales. The winners are: John A. Dowd, Paul A. Conway, Allan W. Hutton, William F. Garner, Hal K. Lockridge, Norman H. Barnes and William F. Kuhn.

RCA Offers Home Study Course For Television Technicians

Aimed at meeting a rapidly developing shortage of trained television technicians, a home study course developed by RCA Service Co. and RCA Institutes, Inc., is now being offered on a home study basis.

Developed originally for training RCA Service Co. personnel, the course has been broadened to provide technical information and servicing data on other major makes of television receivers.

A detailed course outline, information on tuition, and enrollment forms are available on request from the Home Study Division, Room 300, RCA Institutes, Inc., 350 West 4th St., New York 14, N. Y.

Got TV Tremens?

The symptoms are slow sales, big inventories and a shortage of cash. The cure, of course, is aggressive merchandising—and **ELECTRICAL MERCHANDISING** has ways in the June issue to make it both easy and painless.

- Tablet #1: No TV Service Complaints Here
- Tablet #2: Do Home Demonstrations Help Sell TV?
- Tablet #3: How Auctions Move Trade-Ins Fast and Profitably
- Tablet #4: How to Keep the Eyestrain Complaint from Killing Sales

Plus a whole bottle of sugar-coated pills to make selling easier

For the right
slant on your
reputation...



Hoover®

ELECTRIC MOTORS

What your customers think of you depends in no small way on the performance of the products you sell. So whenever you sell or install a new motor or a replacement motor for a ventilating fan, pump, home workshop, or in fact any purpose at all, it pays to make it a *HOOVER* Motor!

Hoover general-purpose motors are famous for long, quiet, dependable service. They're built like motors costing far more. And, whatever your requirements, there's almost sure to be either a general-purpose or a special-purpose Hoover Motor to fit them—as you can see from these specifications:



1. **CAPACITOR-START MOTORS** for hard-starting, continuous-duty applications such as compressors, machine tools, and pumps. Rigid or resilient mounted, sleeve or ball bearings, $\frac{1}{4}$ through 1 HP. Rigid-mounted ball bearing only through 3 HP.

2. **POLYPHASE MOTORS** for use where three-phase supply lines are available. Start without reduced voltage compensator. Low-cost operation. Rigid mount or resilient mount, ball bearings, or sleeve bearings, $\frac{1}{4}$ through 1 HP. Rigid-mounted ball bearing only through 5 HP.

Besides these general-purpose motors, there are other Hoover Motors designed especially for pumps, oil burners, fans and blowers. Write for details.



THE HOOVER COMPANY
Kingston-Conley Division
68 Brook Avenue
North Plainfield, New Jersey

WANTED!



MODERN KITCHEN IS No. 1 ON WOMEN'S "Want" LIST

AND what's the "heart" of a truly modern kitchen? It's kitchen cabinets—properly arranged to save steps, simplify work and provide adequate storage space. Since 8 out of 10 women prefer wood cabinets, add Mengel *Wood Kitchen Cabinets* to your line and you'll attract new customers—satisfied customers who will make your store headquarters for future kitchen needs.

Selling Mengel Kitchen Cabinets requires no specialized knowledge. Your basic unit of sale, consisting of a one-piece sink unit and matching wall cabinets, meets the needs of 85% of your customers. Installation is simple. You have no trade-ins and all jobs can still be financed on 10% down and 30 months to pay.

There's a good profit in every job, too—now and in the future. Mengel Kitchen Cabinets carry a furniture mark-up—and because they're *wood* will continue to be available. Complete range of sizes enables you to service every kitchen requirement.

Write, today, for all the facts, including name of your distributor.

WANTED!



Cabinet Division, Dept. EM-5
The Mengel Company, 1122 Dumesnil St., Louisville 1, Ky.

Gentlemen: Please send me complete information about Mengel Kitchen Cabinets. I am a _____ builder, _____ distributor, _____ dealer.

Name _____

Firm _____

Street _____

City _____ State _____

Freezers for Lunch Programs



MRS. ELIZABETH S. FERGUSON, supervisor of the Rhode Island school lunch program, explains the advantages of using freezers in the program to state officials. Twenty-one International Harvester were recently purchased by the state for use in the program and to facilitate the teaching of home courses on freezing. From left to right are Richard J. Feely, state purchasing officer, Dr. Michael P. Walsh, state director of education, Mrs. Ferguson, H. W. Moody Jr., of International Harvester, and J. Bernard Gorman of Tractors, Inc., Providence.

Drop in 1951 Demand Foreseen by R. L. White

Government limitation orders will simply curtail by mandate production that would have been curtailed by the laws of supply and demand, Richard L. White, president of Landers, Frary & Clark, told the American Bankers Assn. in mid-March. He said that second-half production this year will be 40 percent below levels established in 1950.

"I feel that our 1950 volume of appliance sales exceeded normal demand and could not be continued," he said. "A definite reduction in production is in line for the second quarter of 1951 and a further and sharper reduction in the last half of 1951—probably at least 40 percent below the record-breaking point of the last half of 1950."

He warned that a return to peacetime conditions would bring severe competition because lower purchasing power spells trouble for appliances. He said that although the industry likes to think of appliances as necessities, they are actually purchased from income in excess of that required to keep warm and avoid starvation. He pointed out that it is likely that there will be less of that sort of income around this year as taxes are raised high enough to pay for the defense program.

He also warned that severe competition will develop because mass production plants can operate efficiently only at high levels and said that the productive capacity of the industry is substantially in excess of 1950 production.

Vornado To Send Air Test Laboratories On Tour

Vornado "air test laboratories", which made appearances in trade shows and major department stores last year, will go on tour throughout

the country this year. According to Austin Rising, vice-president and sales manager of the O. A. Sutton Corp., the company has built additional "laboratories" and is booking them at major department and appliance stores, electrical shows, state fairs and other events that draw large crowds.

Maintain Ad Pace Despite Cutbacks Says Thor's Wilson

Periods of restricted sales due to curtailed production present excellent opportunities for a company to expand and improve its position, M. R. Wilson, general sales manager of Thor Corp., told the Advertising Institute of Emory University recently.

Wilson made his statement while attempting to answer the question "should companies advertise when sales are limited by curtailed production?" He pointed out that while opinions varied on the subject, he felt that firms which continue aggressive advertising were building future markets for their products. He said that Thor's 1951 ad budget was larger than 1950, although the firm expects production to be curtailed 20 to 30 percent.

Laundry Queen Reports Heavy Response to Spring Campaign

Dealer response to Laundry Queen's annual spring promotion has been "heavy" according to J. W. George, advertising and sales promotion manager. This year's program was built around the slogan "Dig for Dollars" and was designed to promote demonstrations of the firm's "duo-disc" washer through a free payment equal to the cash that can be pulled out of a fish bowl with one hand. A complete promotion package was offered dealers.

How Frigidaire answered a customer's need ...and helped pioneer a great industry!



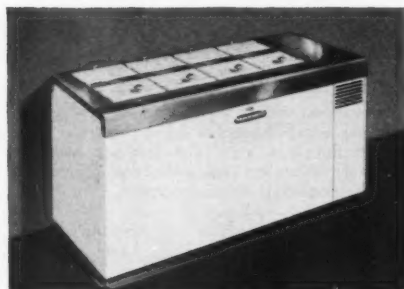
—at the request of a group of ice cream manufacturers, Frigidaire built the first Frigidaire ice cream cabinet.

Then and there a great industry was given a tremendous impetus. For this business infant—the making of Frigidaire low-temperature cabinets—was destined to become a fabulous giant. Many and varied were to be its applications in homes, business and industry.

Today, there are Frigidaire Food Freezers and Ice Cream Cabinets serving in hundreds of thousands of city and farm homes, and in many kinds of business enterprises everywhere. Millions on millions of people are served from Frigidaire ice cream cabinets and from Frigidaire self-service display cabinets in the nation's retail stores. And there are endless uses of Frigidaire low-temperature cabinets for the special cooling requirements of manufacturers, processors and institutions.

For more than a quarter of a century, Frigidaire has been a dominant factor in the low-temperature cabinet field. Many of the significant improvements in low-temperature cabinet design, engineering and development have come and will continue to come from Frigidaire... by far the most important name in refrigeration!

Today . . . Three complete lines of Frigidaire low-temperature cabinets



Frigidaire Ice Cream Cabinets for 1951 are beautifully styled by Raymond Loewy. Powered by the famous Meter-Miser, they offer the maximum in space economy, in quality construction, in utility and convenience.



Frigidaire Food Freezers—the last word in modern food-keeping convenience—are solidly backed by Frigidaire's 28 years of experience in the building of well over half a million low-temperature cabinets.



Frigidaire Zero Self-Servers, for ice cream and frozen foods, are available in a wide range of sizes. The utmost in storage capacity, interior flexibility and dependability, their attractive appearance stimulates impulse buying.

Frigidaire



America's No. 1 Line of Refrigeration and Air Conditioning Products

Appliance makers have a boom year, but their Financial Reports Anticipate Restricted '51

Firm		Net Sales in millions	Net Earnings in millions	Earnings Per Share	Highlights of 1950	What's Ahead in 1951
Admiral Corp.	1950 1949	\$230 112	\$18.8 8.2	\$9.73 4.26	Net sales were up 106% and net earnings up 129% over 1949. . . . Both figures were all-time records. . . . The firm spent five million dollars to purchase and equip one "of the most efficient factories in the refrigeration industry". . . . The main Chicago plant was expanded by 150,000 square feet. . . . Appliance sales exceeded those of 1948 and 1949 combined. . . . The firm sold nearly a million TV sets and by September was turning out 5,000 sets per day.	The company has stepped up service training for distributors and dealers to provide them with a source of revenue if sale of new products are limited by supply. . . . Although the firm foresees production restrictions cutting the supply of appliances and radio-TV, it also is aware of a number of factors tending to retard consumer demand.
Apex Electrical Mfg. Co.	1950 1949	\$31 19	\$1.0 (loss)	\$3.00	Sales increased 64 percent in 1950. . . . Unit sales of Apex cleaners, washers, dryers, ironers and dishwashers were up 42 percent and totaled 435,886 units. . . . Allocations were in effect for the final six months of the year.	The firm is now producing large tubs and containers of Fiberglas, replacing steel and aluminum at favorable costs. It is "likely" that these plastics will be used permanently in place of many metal applications.
Arvin Industries, Inc.	1950 1949	\$54 37	\$3.6 3.1	\$4.04 3.47	Sales and earnings set new records. . . . A new television factory was built during the year. . . . The company now has 12 plants containing over a million square feet of floor space. . . . On the basis of production in 1950, the company ranks among the top six radio manufacturers in the country. . . . Last year automotive parts accounted for 45 percent of the volume, radio and TV for 29 percent and appliances, auto heaters and metal furniture for 26 percent.	Late in 1950 the company received its first prime contract for defense production. . . . Awards are expected shortly on bids for other prime and subcontracts. . . . Shortage of some materials late in 1950 resulted in the temporary discontinuance of some articles and the shifting of emphasis to those which required smaller quantities of critical items.
Avco Mfg. Corp. (Includes Crosley, Bendix Home Appliances, and American Central)	1950 1949	\$257 137	\$12.6 4.2	\$1.65 .54	Sales and earnings set new records. . . . During 1950 Avco acquired Bendix Home Appliances, Inc., providing the firm with "another major product line in the appliance business as well as an outstanding distribution and sales organization." . . . Net sales of the Crosley division were double those of 1949 and refrigerator sales alone were greater than the total sales of all Crosley products in 1949. . . . American Central sales were almost double 1948's record and virtually three times those of 1949.	Of the future, president Victor Emanuel says: "The progressive curtailment of the production of many peacetime products may be anticipated as demands of the defense program increase. . . . There is no assurance that it will be possible to carry out the transition from civilian production to defense work in orderly fashion. . . . Government orders and regulations will in large measure determine the volume of Avco's production for civilian consumption during the coming year."
Cory Corp.	1950 1949	\$8 5	\$6 .2	\$86 .34	Sharp increases in third and fourth quarter sales during 1950 were attributed principally to "increased manufacturing facilities recently acquired by Cory, new product developments and increased point of sale promotion."	According to president J. W. Alsdorf, Cory anticipates a continuation of the upward trend in sales and earnings during 1951, barring unusually stringent government regulations.
Florence Stove Co.	1950 1949	\$34 23	\$1.6 .7	\$4.36 2.03	During 1950 a greater share of the company's sales was made through distributors. This is believed to have been a factor in increased sales. . . . Company sales of electric ranges tripled as compared with the industry.	Government orders will cut stove production but the firm believes that defense contracts will offset this drop. . . . The firm will make a capital investment for additional equipment for production of defense contracts.
General Electric Co.	1950 1949	\$1,960 1,614	\$173.4 125.6	\$6.01 4.36	The year 1950 was the most successful in the company's history. Sales volume, net earnings and payments to stockholders reached record highs. . . . At the end of the year the company owned 117 plants containing 53.5 million square feet. . . . Over \$58 millions were spent on new plants and equipment during the year.	Normally, 10 to 15% of the company's business covers defense orders. Last year the figure rose to 20 percent and in 1951 it is expected to pass 35 percent. . . . G-E expects the defense effort will "undoubtedly require some of the facilities" now used for production of consumer goods.
Hoover Co.	1950 1949	\$42 31	\$2.9 1.3	\$3.38 1.48	The company's distribution patterns were changed somewhat during the year. A group of products including irons, hand cleaners and floor polishers were marketed through distributors. . . . And to expand distribution of its cleaners, Hoover began franchising "net dealers" in outlying area. These stores get only limited selling cooperation. Heretofore the company had used only "cooperative dealers" for whom it furnished salesmen.	A new plant in Canton purchased last spring for storage purposes will be converted to manufacturing space for defense products. The firm "is hopeful" that use of this space will make it unnecessary to disrupt cleaner manufacturing facilities. . . . The firm has been able to develop substitutes for certain critical materials and is continuing work on the development of replacements for still other critical components.

Record earnings on record sales is the story told by the figures of 18 appliance-radio-TV manufacturers, both large and small, but, in the cautious language of annual

reports, most of the firms warn their stockholders that they can expect reduced consumer output and more emphasis on defense production during 1951

Firm		Net Sales in millions	Net Earnings in millions	Earnings Per Share	Highlights of 1950	What's Ahead in 1951
Ironite, Inc.	1950 1949	\$9 6	\$.8 .7	\$2.33 1.91	Sales and profits reached an all-time high. . . . And availability of materials, rather than selling ability or productive capacity, was the factor that kept sales volume from climbing even higher.	The firm last year completed extensive capital improvements which will make it possible to handle a large volume of defense orders without interfering with whatever ironer volume is possible in the face of material shortages.
Landers, Frary & Clark	1950 1949	\$40 27	\$1.9 1.0	\$4.47 2.40	During the last six months of the year the company could not keep pace with demand for its products, particularly electric housewares. . . . Despite approval by home economists and designers, Select-A-Range sales were "modest" . . . The firm's Stroke Sav'r iron has been "a real success."	Demand for Universal products is strong but limitation orders will force production cutbacks. . . . Introduction of several new products has been postponed because of production restrictions. . . . Production of a pressure cooker in a plant in Colombia will get underway in late 1951.
Motorola, Inc.	1950 1949	\$177 82	\$12.8 5.3	\$14.56 6.60	Net sales and earnings reached all-time highs. . . . Sales were up 116% over 1949 and earnings 142%. . . . During the year the company invested \$1.7 millions in new plants and equipment.	President Paul Galvin predicted that the first quarter of 1951 would be the only normal quarter of the year, with the expectation that conversion from a civilian to a semi-military output would change the character of the firm's production.
Philco Corp.	1950 1949	\$335 215	\$15.4 5.7	\$4.50 1.58	Sales and earnings set new records. . . . TV sales were 300% ahead of 1949 with radios and radio-phonographs showing substantial gains. . . . Refrigerator and freezer sales went up "sharply". . . . Sales of ranges under the Philco name in 1950 were 200% ahead of Electromaster sales in 1949. . . . Air conditioner sales were up 50%.	The new "performance-conservation" television chassis will conserve large amounts of scarce material. . . . The company feels that it is equipped to perform a two-fold function in the economy; its new plants will continue to supply civilian needs while contributing "substantially" to the defense effort.
Radio Corp. of America	1950 1949	\$586 397	\$46.3 25.1	\$3.10 1.58	Gross income reached a new record high, 47.6% ahead of 1949. . . . Earnings also set a new record. . . . Over 80% of sales were contributed by the three divisions of the parent company and by related subsidiaries in service and distribution fields. . . . TV 45 rpm phono sales doubled 1949 levels.	The company has launched an intensified program to develop substitutes to conserve scarce materials and to maintain production under current conditions. . . . The firm has also established a mobilization planning department.
Sylvania Electric Products	1950 1949	\$163 103	\$8.2 3.1	\$5.37 1.82	Sales, earnings and dividends reached record highs during the year. . . . Sales were 59 percent higher than the previous record. . . . TV set production was tripled but still ran behind demand. . . . Output of auto radios was also up.	Materials shortages and cutback orders are expected to affect the company's civilian production but the firm expects sales volume for the company as a whole to be substantially higher in 1951 than in 1950.
Stromberg-Carlson Co.	1950 1949	\$38 30	\$1.0 (loss)	\$2.79 (loss)	Sales reached an all-time high for a non-war year. . . . Production of TV receivers rose 50% over 1949. . . . Production of cabinets in the company's own plant was raised 20%.	President Robert C. Tait: "It is certain that some reduction will have to be made in the volume of television sets produced."
Thor Corp.	1950 1949	\$30 24	\$1.9 .7	\$5.39 2.10	Increased sales were attributed to the company's new selective distribution program and to the increase in consumer buying following the outbreak of war in Korea. . . . Domestic sales volume was up 34% over 1949.	Production of dishwashers and ironers has been suspended to allow metal to be diverted to washer production. . . . The use of Fiberglass-reinforced resin will help alleviate metal shortages.
Westinghouse Electric Corp.	1950 1949	\$1,020 946	\$77.9 67.3	\$5.36 4.95	Net sales and net income reached all-time highs. . . . Heavy consumer demand made it necessary to allocate almost all consumer products. . . . Consumer products accounted for 32% of the company's sales. . . . The appliance division shipped 30% more products than in any other year.	Production of consumer goods in 1951 will range between 60 and 70 percent of 1950 figures. . . . The firm's consumer group is embarked on an expansion plan which will enable it to double 1950 volume in two or three years.
Whirlpool Corp.	1950 1949	\$79 48	\$4.5 3.0		Sales reached a new high. . . . Over two-thirds of the firm's net profits were retained for reinvestment in the business. . . . A large plant for dryer production was leased during 1950 and warehouse space was increased. . . . According to the company, it appears "probable" that Whirlpool is the largest producer of washers and dryers in the industry.	The company realizes that the present war economy "means a curtailment of the manufacture" of our regular products and the securing of contracts for the manufacture of war material. . . . Already this year the company has purchased an Indiana plant for the primary purpose of manufacturing defense products.

1st choice!

For Every Gift Occasion Handyhot Quality Appliances

1st choice of homemakers everywhere for gifts are Handyhot Appliances. 1st choice of aggressive appliance dealers everywhere for quicker, easier turnover, bigger profits are Handyhot Appliances. Handyhot Quality Appliances give convenience and perfect performance 'round the clock every day of the year. If you do not already handle this famous line of appliances see your local Handyhot Distributor today, or write us for the name of your nearest Handyhot distributor.

1st Choice "Birth" Day Gift For New Mothers! Handyhot Portable Electric Washer with Timer . . .



A personal washer for baby's clothes . . . use it in-between washings as a handy supplement to your large washer or laundry service . . . stores in space only 19" square . . . oscillating agitator same as big washers. Automatic timer shuts off washer when you desire . . . stainless steel tub . . . motor in top permits use of tub on stove for sterilizing baby's clothes. Dainties to diapers this handy "luck-away" fills every washing need. Model 2601. Other models available.

1st Choice Anniversary Gift For The Whole Family! Handyfreeze Electric Ice Cream Freezer . . .

Ice Cream! The great American favorite! Everyone likes it! Everyone wants it! Everyone can have it in minutes with a Handyfreeze ice cream freezer . . . rich, old-fashioned, smooth-textured, just like Grandma used to make . . . BUT . . . Handyfreeze electrical drive replaces old, tiresome hand-cranking! Your refrigerator furnishes the ice cubes . . . hand-ome white plastic tub doubles as ice bucket. Model 2201, one quart capacity, includes bag for crushing ice, recipes for frozen desserts. 4 qt. and 6 qt. models available.



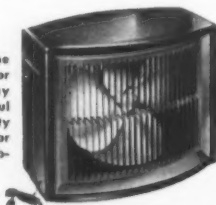
1st Choice Wedding Gift For Brides! Handyhot De Luxe Juicer—Approved by Sunkist . . .

Keeps hubby happy from the start . . . fresh healthful orange juice. Taste the difference! A huge glass is ready in a jiffy with this De Luxe Juicer, approved by Sunkist! Extracts 20 to 30% more juice . . . yet removes none of bitter oils . . . Porcelain reamer . . . stainless steel strainer oscillates to extract all juice and healthful vitamins. Streamlined white plastic base encloses and protects motor . . . strainer, reamer, opal glass juicer bowl remove for easy cleaning. De Luxe Model No. 2701.



1st Choice Gift Anytime For Everyone! Handybreeze Dial-Aire Cabinet Fan . . .

Here is a gift that can be enjoyed by all the family the year around . . . for cooling . . . for ventilating . . . variable speed control for any desired degree of air distribution . . . powerful motor . . . deep pitch 16" fan blades . . . safety grill . . . use it as end table, as floor model, or window fan. Beautiful mahogany plastic cabinet. Model No. 3316 N.



Handyhot Quality Appliances

Chicago Electric Manufacturing Company
Chicago 38, Illinois

Appliance Firms Step Up Defense Production

The tempo of defense production was beginning to pick up last month among appliance-radio-TV firms. Apex Electrical Mfg. Co. announced that it had begun a sub-contract program involving more than \$10 million in initial orders. At the same time Westinghouse's television and radio division revealed that four contracts totaling approximately \$12 million had been received for the manufacture of radio test equipment, transmitting equipment and other electronic devices. Slightly earlier the company's appliance division announced receipt of a "multi-million" dollar production contract.

In announcing the Apex program president C. G. Frantz emphasized that the company would continue to turn out consumer products. Five major contractors will be supplied by Apex; they are General Motors' Cleveland Cadillac tank plant, the American Car & Foundry Co., Eclipse-Pioneer division of Bendix Aviation Corp., the United States tank arsenal and Jack & Heintz Precision Industries. In addition the firm will produce mechanisms for airborne guns for Aetna-Standard Engineering.

The Westinghouse appliance division's contract calls for production of jetison-type carrying devices for F-84 Thunderjets. Vice-president J. H. Ashbaugh said that the defense work would not affect civilian production at the Mansfield plant.

F. M. Sloan, manager of the company's radio-television division, said that the \$12 million order would not affect television production "at the present time." He said that completion of the division's new Raritan township (N. J.) plant is expected by mid-July. It is expected to be in operation by September and will be available for defense production, Sloan said.

Earlier in the year Whirlpool Corp. and Gibson Refrigerator Co. had announced receipts of orders for parts on C-119 cargo planes

being built by Kaiser-Frazer. Gibson will build control surfaces and other parts while Whirlpool will turn out wing sections.

American Stove Co. has started production on rocket metal components and Webster-Chicago by mid-February had received a \$2.5 million order for multiple channel magnetic recorders. Lewyt Corp. has received a \$4.5 million order for Signal Corps equipment.

Offer \$100,000 in Bonds In Youngstown Drive

Both retail salesmen and consumers will be eligible for prizes in a series of contests designed to build store traffic on the Youngstown dishwasher during May and June. Prizes will be defense bonds worth over \$100,000.

The campaign is built around three locked "treasure chests" placed in each dealer's kitchen display. Keys bearing the dealer's name and address are distributed in the neighborhood, inviting prospects to visit the store to try and open the chests.

To enter the contest the consumer must first witness a demonstration and then complete the sentence: "I want a Youngstown Kitchens Jet-Tower dishwasher because..."

Distribution Limited

Scott Radio Laboratories will introduce a twenty-fifth anniversary line in June, with the feature model being a \$2,000 television console which will be sold to only one person in any particular city.

The sets will be called Scott "limited editions" and purchasers will get a guarantee that no other set like it will ever be sold in that city by the company or its dealers.

Arvin TV for Queen

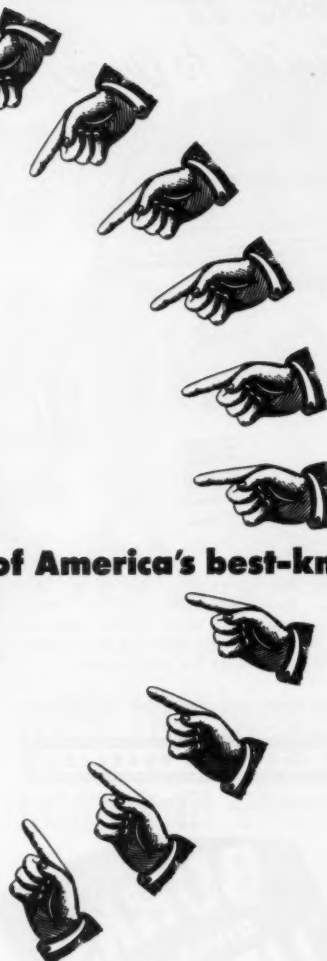


JACK BAILEY, emcee of the Queen for a Day radio program, shows Mrs. Nadine Gorman, Gardena, Calif., the Arvin 16-inch TV set she won on a recent program. At left is James B. Hofer, Pacific Coast district manager for Arvin, and at right is Raymond P. Spellman, director of radio and TV sales for Arvin.

there's
no place
like the



of America's best-known brands



For ideas to take home—the new GOOD DESIGN exhibition, opening June 21, displaying the newest in home furnishings selected by the experts... and, brand-new, are GOOD COMPANIONS—6 room settings done by the editors of *Better Homes and Gardens*, *Better Living*, *Living*, *McCall's*, *Modern Bride* and *Parents'*—showing how GOOD DESIGN merchandise can be combined with traditional furnishings.

For comfort—air-cooled showrooms... 11 comfortable eating places... 4 more new elevators, making a total of 30 passenger elevators... best parking facilities in Chicago... all-on-one-floor easy buying.

For profit—go home with the right merchandise selected from 2,439 lines of home furnishings.

What else could a buyer want?

June 18-28



The Merchandise Mart

*Lovely to Look at...
So Wonderful to Own*



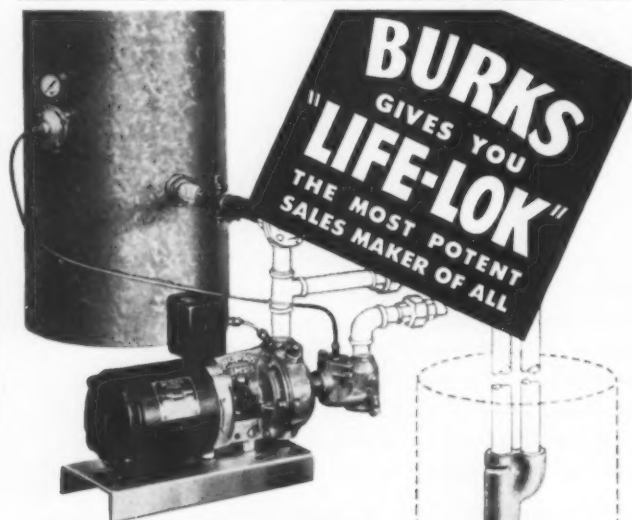
16 cubic foot Ben-Hur.
Others 8.5, 12.5, 20 cubic foot

Your BEN-HUR Freezer customers will save money and time by **BAKING WEEKS AHEAD!** ing copyrighted Ben-Hur "Let's Prove It" sales clincher. Helps you make more freezer sales — faster — by showing exact freezer savings for any family.

BEN-HUR MFG. CO., Dept. EM — 634 E. Keefe Ave., Milwaukee 12, Wisconsin

BEN-HUR FARM and HOME FREEZERS

HEALTHFUL LIVING THROUGH FROZEN FOODS



TWO GREAT BURKS SALES ADVANTAGES BRING PROFITS

When you represent the BURKS line of Super Turbine Water Systems you have LIFE-LOK and DUAL PURPOSE features to clinch sales for you. LIFE-LOK makes BURKS Systems last 40% longer. DUAL PURPOSE System is changed from a shallow well to deep well without touching the pump . . . Powerful sales advantages that every buyer wants.

In addition BURKS Dealers are backed up with consistent national advertising, sound sales policies and 100% company loyalty.

Write us for details.

DECATUR PUMP CO., 51 Elk St., Decatur 70, Ill.



RTMA Launches Program To Conserve Materials

The engineering department of the Radio-Television Mfrs. Assn. has inaugurated a long-range program for the conservation of critical materials. At a March meeting in New York industry engineers approved a plan proposed by General Electric's Dr. W. R. G. Baker to set up material bureaus within the sections of the RTMA engineering department. The bureaus will be concerned with the material utilization problems of the product lines included in the section.

Dr. Baker told the group that two approaches are possible to the problem of material utilization. The first, he said, is through better and more efficient utilization of materials available. The second is through the substitution of materials in the non-critical classification.

Eliminates Commercials

Radio advertisers aren't going to like it but a physicist has invented an electronic gadget which completely and automatically eliminates commercials from broadcast programs without losing a note of music.

Dr. R. Clark Jones of Cambridge, Mass., is the inventor. He showed the device to the annual convention of the Institute of Radio Engineers in March and estimated that it would cost \$15 or \$20 to place it on the market.

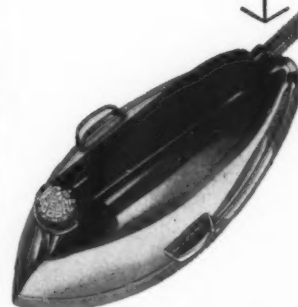
The device "listens" for a program's pauses and measures their abruptness, remembers how many have passed during the preceding seconds of the program, and makes its decisions accordingly. According to Dr. Jones it can even distinguish between singing commercials and other music.

Thor Southern Division Opens Headquarters in Atlanta

Thor Corp. has opened a new southern division sales headquarters in Atlanta, Ga. under the direction of vice-president Frank J. Simpson. He has been southern division sales manager for the last 18 years but has heretofore maintained headquarters at Thor's general offices in Chicago. The transfer of headquarters is the latest step in Thor's effort to capture a major share of the home laundry market in 11 southern states.

District Managers Honored During Hoover Meetings

Fifty-five Hoover district managers who achieved outstanding sales and service records during 1950 are currently being honored by company officials during a series of two-day meetings being held throughout the United States and Canada. William W. Steele, vice-president in charge of sales, and Clarence H. Holl, assistant vice-president, are in charge of the home office group making the tour.



It's the shape that revolutionized ironing—General Mills True-Heat Iron with tapered heel! Irons smoothly in any direction!

Automatic is the BUY word —and **GAS** has got it!

Automatic Gas Ranges



AB
ACORN
BLUE-BONNET
CALORIC
CLARE
CROWN
DETROIT JEWEL
ESTATE
GAFFERS & SATTLER

GARLAND
GLENWOOD
GRAND
HARDWICK
INGLIS-TAPPAN
MAGIC CHEF
MAYTAG DUTCH OVEN
MOFFAT-ROPER
OCCIDENTAL
ODIN BEAUTYRANGE

O'KEEFE & MERRITT
ORIOLE
PERFECTION
ROPER
SPARK
TAPPAN
UNIVERSAL
WEDGEWOOD
WESTERN HOLLY

For all types of gases in cities, towns and on farms.

The "CP" trademark was created to give your customers a nationally-recognized buying guide to automatic gas Cooking Perfection and the finest in cooking equipment. "CP" on a gas range means that it has been built by a member of the Gas Appliance Manufacturers Association, and tested to meet the Association's highest standards — standards created on recommendations made by leading Manufacturers, the American Gas Association and the LP Gas Association.

with the biggest profit
names in the major
appliance business

UP-UP-UP go automatic Gas Range Sales — 68% over 1950 so far this year. *Now* is the time to cash in on the "CP" Automatic Gas Cooking Program that's powered by the biggest names in the gas range business.

Gas ranges pay you up to 30% greater profit than any other major appliance. You get greater gross profits, faster turnover, lower selling costs, and all the other factors that make real dollar profits.

Put automatic gas ranges first on your selling floor, first in your selling talks. Find out how you can cash in with the big Gas Industry automatic cooking program and automatic gas ranges built to "CP" standards.

**TIE IN with the Gas Industry's
B-I-G Spring Style Show**

GAS APPLIANCE MANUFACTURERS ASSOCIATION, INC.

60 East 42nd Street, New York 17, N. Y.

Electric EMPIRE Housewares

Quality Leaders
OF A FAST-SELLING LINE



2 New EMPIRE Automatic PERCO-DRIPS

Everything the housewife wants in a percolator! Fully automatic — just plug in and forget it! Simple to use as ordinary percolator. Dual elements start automatically; perking begins within one minute. Keeps coffee serving hot for hours! Modishly smart design. Highly polished aluminum, with black plastic handle. Two sizes — 5 and 8 Cup.

No. 1921 — 5 Cup — \$7.50

No. 1922 — 8 Cup — \$8.50



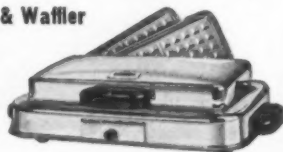
EMPIRE "Aristocrat" Electric Toaster

For golden brown toast—"Just the way you want it"! Smartly modern—lustrous chrome finish—flat top for keeping toast warm. Toast turns automatically by flipping doors. Extra large element. Listed Underwriters' Laboratories.

No. 769—To Retail at \$4.50

New EMPIRE Sandwich Toaster & Waffler

Combines beauty of design with utility. Toasts 2 large or 3 small sandwiches—fries bacon, eggs, griddle cakes—grills steaks and chops at the table. Removable and interchangeable waffle grids. Chrome finished—cool handles.



No. 788
Retail at \$12.95



Ideal for sportsmen, motorists, vacationists. 2 lights—extra brilliant side light and top flood light. Exclusive pivot base spots beam up or down. Twin switches for lighting one or both bulbs at same time. Bail and side handle. No. 870—\$4.50 Retail

Little Lady
AND EMPIRE TOYS



THE METAL WARE CORPORATION

NEW YORK
200 5th Avenue

TWO RIVERS
WISCONSIN

CHICAGO
Room 1411A Merchandise Mart

New Unit Goes Into Production



A NEW ONE-THIRD TON air conditioner is inspected by three company officials as it comes off the assembly line in Fedders-Quigan Buffalo plant. From left to right are A. J. De Fino, general manager, F. A. Mitchell, sales manager of the air conditioner division and R. W. Morgan, chief engineer. The new model is designed especially for bedroom use.

Manual Compares LP Gas With Electricity as Fuel

The merits of bottled gas and electric appliances are stacked up against each other in a manual published recently by Hotpoint, Inc.

The study is one phase of a program aimed at gaining closer cooperation between dealers and utilities. The program has three objectives: increasing dealer volume and profit; building the residential load on utility lines; and broadening the market for electric living. Edward R. Taylor, Hotpoint's general sales manager feels that the program has now reached its second phase—building the residential load for utilities—and the bottled gas study is one weapon in that effort.

As proof of the fact that the program's first objective — increasing dealer volume by interesting utilities in long range load-building through greater use of appliances—Taylor points to the fact that many utilities have shown renewed interest in appliances and have returned to aggressive promotion. Taylor feels that utility activities have not competed with dealer programs but have augmented them and increased their effectiveness.

Among the advantages of electricity over bottled gas as explained in the new Hotpoint manual are: dependability of supply; added safety because there is no flame; better ratios of efficiency; cleanliness; less heat loss; and more efficient broiling and baking.

by J. H. Coats, sales promotion manager for refrigeration sales, during a meeting in Chicago recently. This group demonstrated the course to distributors and district office personnel who are, in turn, offering it to dealers.

Canadian Dealer Group Discusses Credit Curbs

Credit restrictions are having a decided effect on sales of appliances and radios in Canada according to speakers at the annual convention of the Canadian Assn. of Radio and Appliance dealers held last month in Toronto.

Association president Joseph Cheshire of Hamilton, Ont., said that his sales had dropped 25 percent since credit regulations were invoked. A manufacturer told the group that his firm's production has been cut back 30 percent because of the restrictions. (Installment buying could previously be done with a down payment of \$10 on a range, refrigerator or other appliance. New regulations raise the down payment to one-third of the total cost).

Members attending the convention heard a variety of predictions for what's ahead. Vice-president J. A. Pardie predicted a government excise tax of from 15 to 20 percent on appliances and radios. A manufacturer predicted smaller, less expensive ranges and refrigerators as a means of meeting the credit restrictions. One representative of a washing machine company predicted a scarcity of washers within three months.

Windsor and Toronto dealers reported that TV sales were cutting heavily into radio sales. But Mort Farr, president of the National Appliance and Radio Dealers Assn., warned that Canada will never have the wide television field the U. S. has because large centers for broadcasting are confined to a comparatively small area of Canada.

Harvester Begins Extensive Sales Training Program

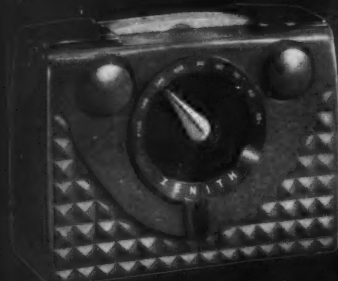
International Harvester Co. has launched an extensive sales training program designed to explain the fundamentals of refrigerator selling to over 30,000 dealer salesmen.

The course is completely outlined in an 82-page instructor's manual. Regional managers, refrigeration representatives and home economists were introduced to the program

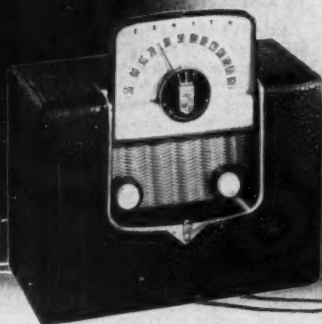
Gift business is **GOOD business!**



A superb combination! It's a "natural" gift item... the new Zenith Clock-Radio.



IN TIME... as a graduation gift... Zenith's brilliant NEW portable... the "401"!



Plays anywhere... a "perfect" gift all year round! It's Zenith's powerhouse-portable... the UNIVERSAL.



A big SELLER! But then it has Zenith's Cobra-Matic plus powerful DialSpeaker radio... the CARLETON.

there's a **HARD SELLING** package of special **ZENITH** Promotional Material for your gift campaign...

RIGHT! Zenith wants this GIFT Campaign to be the biggest, most PROFITABLE Sales Drive that any dealer ever had. And it will be... with a tremendous NATIONAL ADVERTISING schedule, hard-hitting NEWSPAPER campaign that definitely "ties-in"... PLUS... a special package of dealer material. There's new GIFT FOLDERS, GIFT CERTIFICATES, special AD-MATS, bright, attention-getting DISPLAY MATERIAL... everything you NEED and WANT for a real promotion!

KEY YOUR GIFT CAMPAIGN TO THESE MAY-JUNE GIFT OCCASIONS

- Graduations
- Anniversaries
- Weddings
- Mother's Day
- Father's Day
- Servicemen

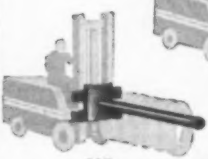
ZENITH RADIO CORPORATION

6001 DICKENS AVENUE

CHICAGO 39, ILLINOIS



CARTON CLAMP



BRICK FORKS



RAM



CRANE



ROTATING DEVICE



SHOVEL



BARTEL DEVICE



CLAMP

MORE FOR YOUR MONEY

.....IN CLARK Attachments

You employ your fork-lift truck to best advantage by getting the most out of it. CLARK attachments for CLARK fork-lift trucks enable you to do just that.

Interchangeable in most cases with standard forks, these attachments make a fork-truck many machines in one—a truck out of which maximum rather than just normal benefits are derived. And all this at a cost so low that it is quickly and painlessly absorbed.

To make the most of your fork-lift trucks—to discover uses for them that might not have occurred to you, check with your CLARK Dealer (he's listed in the Yellow Pages of your telephone book) or fill out the coupon below and send it to us attached to your business letterhead.

CLARK ELECTRIC AND GAS POWERED FORK TRUCKS AND POWERED HAND TRUCKS • INDUSTRIAL TOWING TRACTORS



INDUSTRIAL TRUCK DIVISION • CLARK EQUIPMENT COMPANY • BATTLE CREEK 36, MICHIGAN
Please send: ☐ Condensed Catalog ☐ Movie Digest ☐ Material Handling News

Name _____
Firm Name _____
Street _____
City _____ Zone _____ State _____

AUTHORIZED CLARK INDUSTRIAL TRUCK PARTS AND SERVICE STATIONS IN STRATEGIC LOCATIONS

CLIP THE COUPON

Electricity Boosts Farm Output 51%

Use of electricity on an average Ohio farm has increased the money earned per hour of productive labor by more than 51 percent in less than seven years.

The farm involved is that of Joseph Motz near West Farmington, Ohio. The figures, which indicate that farm electrification can more than pay its own way, is contained in a report just released by Doane Agricultural Service for Westinghouse's farm electrification department. Accurate records have been kept by Doane since electric power first reached the farm in 1944. The experiment was carried out under conditions identical to those faced by average farmers. New electrical equipment (at retail prices) was purchased with profits from the farm's operations.

Here are the results in a seven year period: In 1944 Motz earned 66 cents for each hour of work put into productive enterprises. By 1950 this return had increased to \$1.17. After eliminating the effect of increased farm prices, the return per hour was still more than 51 percent greater in 1950. In 1944 the 140-acre farm required a total of 6,860 hours of labor. In 1950, even after the addition of 122 more acres, it required only 4,532 hours.

Among the labor saving items of equipment installed by Motz are a new milking parlor and related equipment, an electric water system, electric-powered emery wheel, seed cleaner and feed mixer, an electric fence, electric lights and household appliances.

RCA Employees Enlisted In Conservation Drive

RCA Victor has launched a company-wide drive among employees to conserve critical materials and thereby make possible the retention of workers on their jobs until they are needed for defense production.

The drive will enlist 42,000 employees in the conservation program already instituted. The campaign has as its theme the slogan "Save Materials — Save Jobs — Serve Your Country." Primary objective of the drive is to conserve critical material, avoid waste, and, by thus maintaining maximum production of civilian goods, keep the company's organization of trained worker intact and available.

The drive centers around an expanded and accelerated employee suggestion program. As an added stimulus to participation, a company-wide slogan contest is being held.

Du Mont Regional Managers Discuss Merchandising Plans

Intensified merchandising and advertising programs designed to move merchandise on dealer's floors were the main topics discussed at the quarterly regional sales managers meeting of the receiver sales division, Allen B. Du Mont Laboratories, Inc. Among the promotional plans discussed were a trade-in program tied in with the firm's twentieth anniversary, a baseball campaign and traffic building promotions built around the firm's "Royal Sovereign" and "Westminster Series II" models. Consumer and dealer sales contests were also discussed.

Magnavox Sponsors Mother's Day Dealer Window Display Contest

Nine Magnavox television sets valued at over \$3600 will be given to winning dealer display men in a Mother's Day window display contest being sponsored by Magnavox. The contest is based on full-page ads in *Life*, *Saturday Evening Post* and *Time*. Use of the Mother's Day ad, the magazines or their covers and a definite over-all tie-up with the Mother's Day theme are the only requirements set up by the company. The contest has been split into three divisions for department stores, music stores, and radio-appliance stores. Entries must be mailed by midnight, May 20.

Gibson Holds Regional Meetings In 12 Cities Across Country

The Gibson Refrigerator Co. last month held a series of 12 regional meetings in key cities throughout the country in an effort to acquaint distributors with manufacturing problems, supply difficulties, and Gibson's future plans.

J. L. Johnson, vice-president in charge of sales, and G. L. Rees, manager of Gibson sales, appeared at each of the 12 meetings.

Even the Builder Didn't Know

A Culver City, Calif., store recently offered a television set to the person guessing the number of electrical connections in a television set.

Only after the offer was made did anyone at the store begin wondering just how many connections there really were in the set.

They asked the manufacturer. And an embarrassed set of engineers had to admit they didn't know either.

It took five men two days to dismantle the set and find the answer—1107 connections.

The winning guess—1107.

Portable Video



A MODEL examines the Zenith television set recently installed in a private car owned by William B. MacDonald, Jr., president of the Mid-State Corp. The antenna is mounted on the trunk and is operated with an electrically driven rotor. A control panel is mounted on the arm rest.



You say "long life and clear water?"



Your sales story today—perhaps more than ever before—is built around *longer heater life* and *more trouble-free operation*. That sales story is easier . . . more powerful . . . more impressive if you're selling heaters equipped with Dow Magnesium Rods.

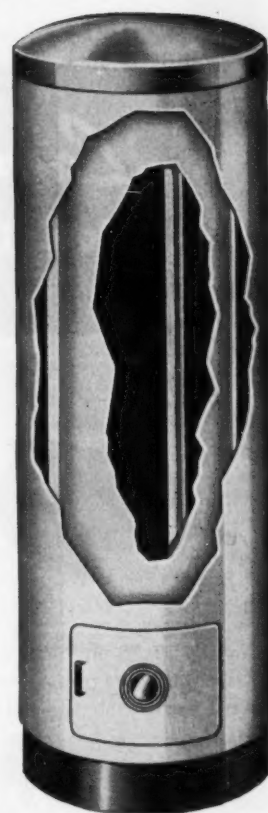
It's *easy* for the customer to understand . . . corrosion attacks the magnesium rod rather than the tank walls. That means longer tank life, no troublesome corrosion leaks.

And it's an *impressive* story. Thousands of miles of pipelines, hundreds of sea water installations are protected the same way. Dow pioneered the use of magnesium for corrosion protection—and is the leader in the field.

Finally, it's a *quality* story. For the amount of protection any magnesium rod gives depends on the careful control of its manufacture . . . the composition and alloys used. Dow spent years of research perfecting this product. *Today, there is no better magnesium rod on the market!*

It's a *profit* story for the dealer, too. Not only does it make heaters easier to sell, but it offers the promise of replacement business. Rods must be replaced periodically, which means additional sales—additional customer contact.

Ask your jobber about Dow Magnesium Rods or write directly to us for complete information: Dept. MG-95.



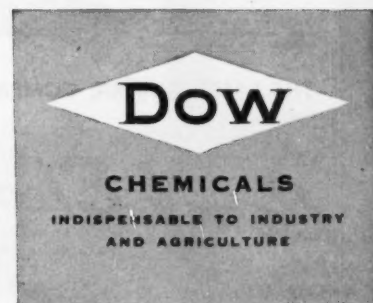
Magnesium Division, Dept. MG-95

THE DOW CHEMICAL COMPANY • MIDLAND, MICHIGAN

New York • Boston • Philadelphia • Washington • Atlanta • Cleveland • Detroit

Chicago • St. Louis • Houston • San Francisco • Los Angeles • Seattle

Dow Chemical of Canada, Limited, Toronto, Canada



More Than Ever
Your Customers
Want the...

LONG LIFE of



Series motor parts engineered for floor polisher; adaptable to food mixers and other household appliances.

Lamb Electric
Motor Driven Appliances



Lightweight universal motor for portable devices requiring a self-ventilated, high-speed motor.



Compactly designed turbine provides dependable operation for canister-type vacuum cleaner.

Thorough dependability — assuring many years of good service — is an advantage of Lamb Electric Motor driven appliances which today, more than ever, appeals to purchasers.

This feature, assuring customer satisfaction, is one of the reasons why leading dealers the country over prefer to handle appliances equipped with Lamb Electric Motors.

THE LAMB ELECTRIC COMPANY, KENT, OHIO

Lamb Electric
SPECIAL APPLICATION
FRACTIONAL HORSEPOWER **MOTORS**

Manufacturers' Sales Appliances, Radio, TV

DRYERS, CLOTHES

(Industry Estimate by American Home Laundry Mfrs. Assn.)

Jan. 1951.....	31,935
Jan. 1950.....	19,495
Feb. 1951.....	36,851
Feb. 1950.....	19,389
2 Mos. 1951.....	68,786
2 Mos. 1950.....	38,884

% Change versus 1950

Jan. 1951.....	+63.81%
Feb. 1951.....	+90.01%
2 Mos. 1951.....	+76.90%

FREEZERS, HOME AND FARM

(NEMA Members Only, Not Industry)

Jan. 1951.....	71,708
Jan. 1950.....	31,948
Feb. 1951.....	63,996
Feb. 1950.....	39,193
2 Mos. 1951.....	135,704
2 Mos. 1950.....	71,141

% Change versus 1950

Jan. 1951.....	+124.45%
Feb. 1951.....	+63.28%
2 Mos. 1951.....	+90.75%

IRONERS

(Industry Estimate by American Home Laundry Mfrs. Assn.)

Jan. 1951.....	24,600
Jan. 1950.....	20,300
Feb. 1951.....	32,400
Feb. 1950.....	27,600
2 Mos. 1951.....	57,000
2 Mos. 1950.....	47,900

% Change versus 1950

Jan. 1951.....	+21.18%
Feb. 1951.....	+17.39%
2 Mos. 1951.....	+19.00%

TELEVISION RECEIVERS

(Industry Est. by Radio-Tel. Mfrs. Assn.)

Jan. 1951.....	645,716
Jan. 1950.....	438,700
Feb. 1951.....	679,316
Feb. 1950.....	479,900
2 Mos. 1951.....	1,325,035
2 Mos. 1950.....	918,600

% Change versus 1950

Jan. 1951.....	+47.19%
Feb. 1951.....	+41.55%
2 Mos. 1951.....	+44.25%

RADIOS, HOME

(Industry Est. by Radio-Tel. Mfrs. Assn.)

Jan. 1951.....	780,410
Jan. 1950.....	546,000
Feb. 1951.....	795,377
Feb. 1950.....	585,600
2 Mos. 1951.....	1,575,787
2 Mos. 1950.....	1,131,600

% Change versus 1950

Jan. 1951.....	+42.93%
Feb. 1951.....	+35.82%
2 Mos. 1951.....	+39.25%

RADIOS, PORTABLE

(Industry Est. by Radio-Tel. Mfrs. Assn.)

Jan. 1951.....	75,294
Jan. 1950.....	58,200
Feb. 1951.....	79,859
Feb. 1950.....	87,700
2 Mos. 1951.....	155,153
2 Mos. 1950.....	145,900

% Change versus 1950

Jan. 1951.....	+29.37%
Feb. 1951.....	-8.94%
2 Mos. 1951.....	+6.34%

RADIOS, AUTOMOBILE

(Industry Est. by Radio-Tel. Mfrs. Assn.)

Jan. 1951.....	346,799
Jan. 1950.....	330,700
Feb. 1951.....	437,779
Feb. 1950.....	385,900
2 Mos. 1951.....	784,578
2 Mos. 1950.....	716,600

% Change versus 1950

Jan. 1951.....	+4.87%
Feb. 1951.....	+13.44%
2 Mos. 1951.....	+9.49%

RANGES

(NEMA Members Only, Not Industry)

Jan. 1951.....	132,437
Jan. 1950.....	97,925
Feb. 1951.....	123,953
Feb. 1950.....	118,989
2 Mos. 1951.....	256,390
2 Mos. 1950.....	216,914

% Change versus 1950

Jan. 1951.....	+35.24%
Feb. 1951.....	+4.17%
2 Mos. 1951.....	+18.20%

REFRIGERATORS

(NEMA Members Only, Not Industry)

Jan. 1951.....	488,607
Jan. 1950.....	375,856
Feb. 1951.....	423,420
Feb. 1950.....	461,256
2 Mos. 1951.....	912,027
2 Mos. 1950.....	837,112

% Change versus 1950

Jan. 1951.....	+30.00%
Feb. 1951.....	-8.20%
2 Mos. 1951.....	+8.95%

VACUUM CLEANERS

(Industry Est. Vacuum Cleaner Assn.)

Jan. 1951.....	282,305
Jan. 1950.....	249,150
Feb. 1951.....	287,177
Feb. 1950.....	263,515
2 Mos. 1951.....	569,482
2 Mos. 1950.....	512,665

% Change versus 1950

Jan. 1951.....	+13.31%
Feb. 1951.....	+8.98%
2 Mos. 1951.....	+11.08%

WASHING MACHINES, STAND- ARD—(Electric & Gas Engine)

(Industry Estimate by American Home Laundry Mfrs. Assn.)

Jan. 1951.....	321,092
Jan. 1950.....	275,576
Feb. 1951.....	341,328
Feb. 1950.....	342,967
2 Mos. 1951.....	662,420
2 Mos. 1950.....	618,543

% Change versus 1950

Jan. 1951.....	+16.52%
Feb. 1951.....	-4.48%
2 Mos. 1951.....	+7.09%

WATER HEATERS, STORAGE

(NEMA Members Only, Not Industry)

Jan. 1951.....	73,992
Jan. 1950.....	44,248
Feb. 1951.....	59,501
Feb. 1950.....	53,149
2 Mos. 1951.....	133,493
2 Mos. 1950.....	97,397

% Change versus 1950

Jan. 1951.....	+67.22%
Feb. 1951.....	+11.95%
2 Mos. 1951.....	+37.06%

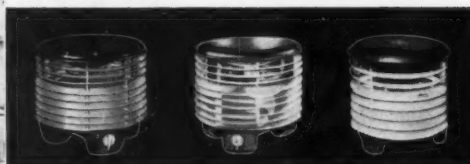


4-WINDS Window Fan - Model 4

WELCH
AIR FLIGHT
CIRCULATORS



TWIN-MASTER



MODEL 12

MODEL 11

MODEL 15

5-YEAR GUARANTEE - ACROSS THE BOARD

WELCH

Already a
FRONT-RUNNER
...for '51 sales!

New and entirely different!—Welch "FOUR WINDS" Window Fan has been enthusiastically received by dealers across the country!

On-the-spot operation demonstrated the same louver-directed air principle, exclusive patented feature of Welch Circulators, and the same super-flow action that has made Air-Flight Circulators famous as the largest volume sellers in their field.

With its 45-to-50% increase in efficiency the "Four Winds" quickly floods the room with fresh cool air — cools the bedroom in mere minutes.

Revolutionary new brackets (patent applied for) permit quick installation in either sash or casement windows, without tools; no obstructing, unsightly baffles or panels.

Swivel action adjusts the air flow to any direction, either exhaust or intake; whisper-quiet operation. Amazingly light in weight — about 10 pounds — easily portable, from room to room, window to window.

"Four Winds" Window Fan is priced right for quick sales. It's a clincher for the mass market trend to window fan comfort. Available **NOW!**

Other models in the great Welch line of Air Circulators and Window Fans are repeating their sensational successes as established, widely popular sellers; tested price range — aggressively promoted. Be sure you're in position to cash in on this profit-making line!

W. W. WELCH COMPANY General Offices: Glenn Bldg., Cincinnati 2, Ohio

"...lifesavers
under today's
emergency
conditions"



"...and we are finding that Fedders Water Cooler sales are lifesavers thanks to multiple sales to essential business, industrial and institutional customers. They are a splendid opening wedge for immediate cash business to fields which we had been overlooking."

...say Distributors and Dealers

fedders

WATER COOLERS



DESIGNED RIGHT
OUTSIDE

DESIGNED RIGHT
INSIDE



CHECK THESE FEDDERS FEATURES AGAINST ALL EXCLUSIVE CLAIMS

STAINLESS STEEL TOPS
AUTOMATIC STREAM HEIGHT
FOOT PEDAL CONTROL
LESS THAN 14" FLOOR SPACE
5 YEAR PROTECTION PLAN
HERMETICALLY SEALED
LUBRICATED FOR LIFE
20 YEAR WATER COOLER
KNOW-HOW

**AIR COOLED, WATER COOLED AND
EXPLOSION PROOF MODELS**

*Write Dept. EM-11 for Information on
Fedders new line of Water Coolers*

FEDDERS-QUIGAN

CORPORATION

57 TONAWANDA ST. • BUFFALO 7, N.Y.

LETTERS

London Dealer Invites Visitors



GEORGE M. FENWICK

To the Editor:

During my visit to the United States and Canada in 1949 to study your methods of marketing I had the pleasure of visiting many of your radio and record retail shops. One of the happiest recollections of my trip is that I found amongst your retail staffs many old friends who had visited my store in London during their war service. These friends invariably told me that they had nothing quite like my store in North America, although they saw it only in its rather drab wartime dress—no signs, shuttered windows, dimmed lighting, short-staffed, etc.

It would therefore afford me tremendous pleasure if any of these good friends and, indeed, any other Americans or Canadians who are visiting

~~~~~  
"Show me a man who doesn't believe in advertising and I'll show you a man who used to be an electrical appliance retailer before he went broke."  
~~~~~

London during our Festival Year, would come and see my store under peace time conditions. They will find a ready welcome and, I am sure, much to interest them.

We go in for a more specialized approach to the public than the more generalized form of merchandising which I found common in America. This involves much special training for our staff before they are considered proficient in their particular branch of selling. There are many such aspects of our business which I feel certain would interest my retail friends in your country. I hope therefore that these notes may encourage them to visit me if in London.

GEORGE M. FENWICK
The Gramophone Co., Ltd.
363 Oxford St
London W. 1

Editor's Note: Mr. Fenwick is manager of the record, radio and TV retail store of the Gramophone Co. The outlet is said to be the world's largest shop of its kind.

"THE **GIFT CARD**" MOST WOMEN WANT

Rival STEAM-O-MATIC®

STEAM *and* DRY IRON

2
STROKES
do the work of
7



\$19⁹⁵*
Inc. Tax

The Gift that
3½ Times Better!



Rival STEAM-O-MATIC®

STEAM *and* DRY IRON

What better gift than the new Stainless Steel Rival Steam-O-Matic—the iron that takes 2/3 of the effort out of ironing. No more dampening, no more unnecessary strokes to smooth wrinkles—Steam-O-Matic irons more better in only 2 strokes!

No other steam iron has so many enthusiastic users for so many years as Steam-O-Matic—because only Steam-O-Matic has all these wonderful labor and time saving features. Steam-O-Matic steam irons household linens and shirts as well as silk, rayon, rayon, woolsens, with only a single steam-and-heat control for all temperatures.

2
STROKES
do the work of
7



When you give Rival Steam-O-Matic you give the choice of more than 100 million women.

RIVAL MANUFACTURING CO., Kansas City, Missouri
The Manufacturer of all quality electric housewares

The most sentimental words on a gift card cannot mean more to any woman than the bold, frank statement on the tag of every Stainless Steel Steam-O-Matic iron. That's why Rival Steam-O-Matic is the "gift of the year" in 1951—and why Rival Steam-O-Matic's spectacular advertising and promotion campaign in the country's leading magazines will increase Steam-O-Matic sales for you.

More than 2 million women have discovered how Steam-O-Matic takes 2/3 of the work out of ironing—because Steam-O-Matic provides penetrating steam at all heat ranges for cottons, shirts, household linens, as well as wool, nylon, rayon and Celanese. Steam-O-Matic 10 second self-measuring, tilt-top filling which uses ordinary tap water saves additional time and effort—takes all the "mechanics" out of steam-ironing.

Check these Steam-O-Matic Features against ANY Other Iron—and You'll know why Steam-O-Matic is the iron to sell and recommend!

You owe it to your customers and yourself to check the features of the steam irons you sell! And when you check them all, feature for feature, you'll know that Steam-O-Matic is the only steam-and-dry iron you can honestly recommend.

Rival Steam-O-Matic's patented tilt-top filling takes only 10 seconds—just fill the self-measuring built-in funnel with ordinary tap water—Steam-O-Matic's stainless steel will not corrode—No caps or screws to remove—no spilling or sputtering—Look at Steam-O-Matic's single steam-and-heat control for all heat ranges—penetrating steam available right up to the top temperatures—Cast-in tubular element insures steam penetration of the heaviest fabrics and an evenly heated sole-plate—Look how Steam-O-Matic steams on its heel—and in any desired position, for renewing velours, velvets, felts—Check the light weight and perfect balance, the comfort-designed handle with left and right thumb-rests, the full 7-foot cord—And Steam-O-Matic is fully guaranteed!

MORE THAN 19,000,000 WOMEN READERS ARE SEEING THESE STEAM-O-MATIC ADS—ARE YOU READY TO SERVE THEM?

GIVE Electric Housewares FIRST CHOICE FOR EVERY Gift OCCASION

© 1951 RMCO.

RIVAL MANUFACTURING CO.

Kansas City, Missouri

Rival Manufacturing Co. of Canada, Ltd., Montreal

Look what's in



It's the New Double-Oven Enterprise



This exciting new Enterprise line of Gas and Electric Ranges, the most beautiful in our generations of stove building, puts extra value to work for you, gives you extra sales ammunition AND IT'S BACKED WITH OUR BIG NEW NATIONAL ADVERTISING CAMPAIGN IN ALL THESE MAGAZINES in 1951.

INTO 19 MILLION HOMES

See the fully automatic ENTERPRISE in America's Biggest and Best Read Magazines! See it at the Chicago show! And write us today for details of a wonderful profit set-up for you.



PHILLIPS & BUTTORFF MFG. CO.
• NASHVILLE, TENNESSEE •
MASTER STOVE BUILDERS — ESTABLISHED 1858

DISTRIBUTOR NEWS

S. A. Long To Set Up Branch To Handle Direct Selling

S. A. Long Co., Inc., Wichita, Kan., for 30 years a wholesale distributor of household appliances, has established a city sales division to permit the firm to enter the direct selling field. Howard Funderburgh, formerly owner of Funderburgh, Inc., will manage the store and will retain his sales and service staff.

Stephen Hall Joins NPA Staff; Formerly with Edgar Morris Co.

Stephen C. Hall, for five years a member of the staff of Edgar Morris Sales Co., Washington, D. C., has joined the NPA as a commodity industry analyst in the industry operations bureau of the consumer durable goods division. He will supervise the laundry equipment, vacuum cleaner and electric sewing machine groups. In the last war he was with WPB in charge of the refrigerator frozen stock pile.

Columbus Firm Realigns Divisional Managers

P. E. Gustafson, vice-president and general manager of Hughes-Peters, Inc., Columbus, Ohio, has been made manager of the firm's Columbus division, succeeding N. W. Wright who has taken over the Cincinnati division. Gustafson has been succeeded as manager of the Dayton division by Joseph Dittmer.

Ohio Appliances, Cincinnati, Names New Advertising Head

Mrs. Kay Woodward has been appointed advertising and sales promotion manager of Ohio Appliances, Inc., Cincinnati. She was formerly with WLW and WLW-T in Cincinnati.

Emerson Radio of Pennsylvania Adds Self-Service Parts Section

Emerson Radio of Pennsylvania, Inc., has added a self-service section to an expanded parts department on the first floor of the firm at 223 N. Broad St., Philadelphia. It is estimated that the addition will expand showroom space for parts by 25 percent and will speed up service by at least 25 percent.

Perkins Sales Co. Opens New Michigan Headquarters

Perkins Sales Co. has opened a new show room, office and warehouse on Woodward Ave. in Detroit as part of its expansion program. In addition to its present line of Bendix Television, the firm has added L & H appliances, Evans space heaters, Orley freezers and Essick room coolers. President of the firm is Ralph T. Perkins; Harold Smith is vice-president and treasurer.

Greenleaf Made General Manager of Braid's Merchandise Division

C. R. Greenleaf has been named general manager of the merchandise division of the Braid Electric Co., Nashville. For the past year he has been Atlanta district manager for Zenith and prior to that was with the Appliance Distributing Co., Columbus, Ohio.

Dietz Replaces Pique As Head of WESCO Washington Office

W. F. Dietz has been named branch manager of the Washington, D. C., house of Westinghouse Electric Supply Co. He replaces Z. W. Pique who has been transferred to the firm's southwestern district as district apparatus and supply manager.

Sewing Lesson



PERSONNEL of Roman Raichert Co., Inc., midwest distributor of Necchi sewing machines, and Goldblatt Bros., department stores watch Florence Stout run through a Necchi demonstration she conducted on Goldblatt's television show. Occasion for the demonstration was a kickoff dinner preceding a month-long Goldblatt promotion on Necchi. From left to right are Leonard Raichert, Rosemary Wayne, radio star who did Necchi's singing commercials, Al Cohn, Goldblatt's merchandise manager for sewing machines, and Ed Raichert.

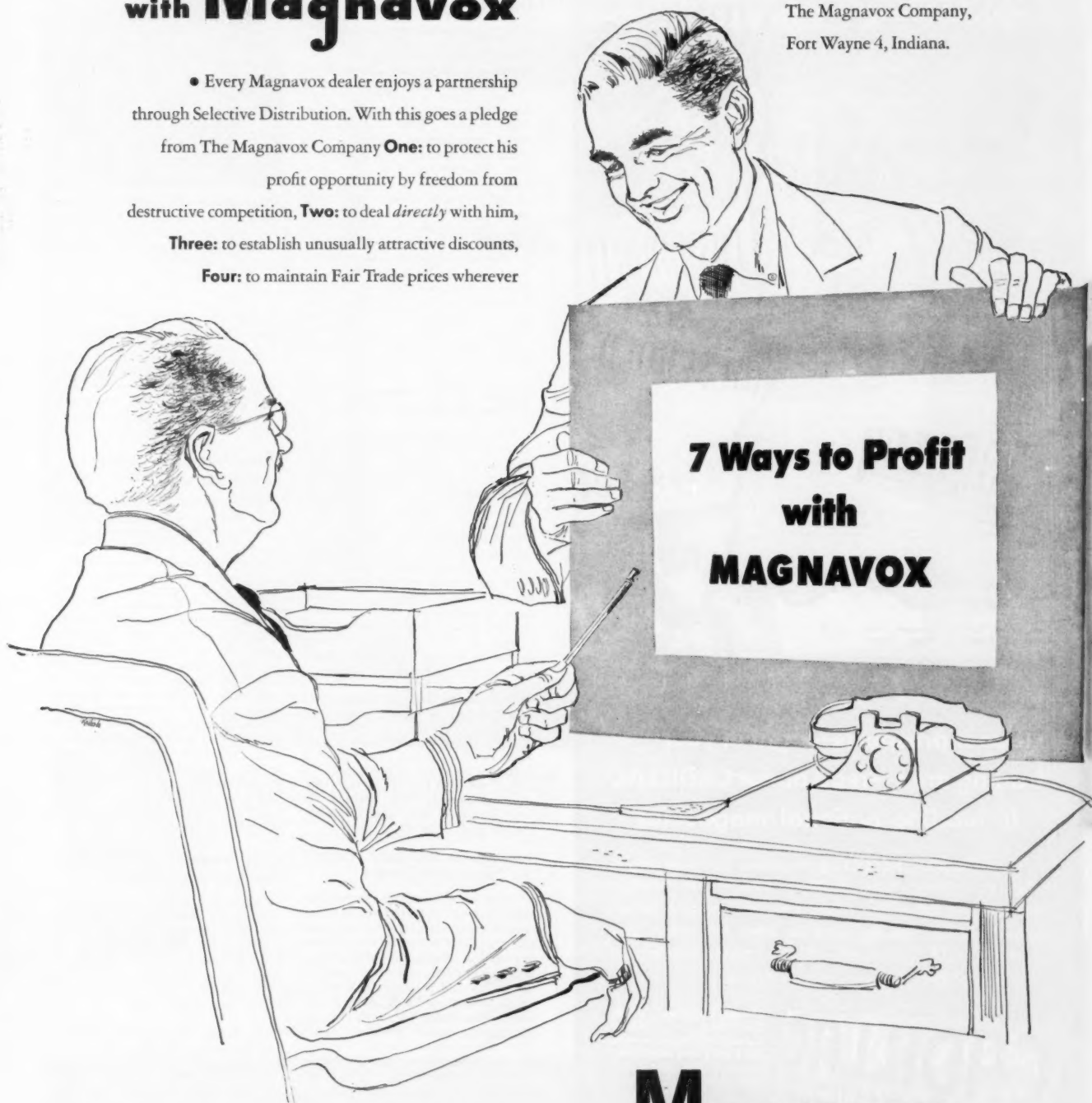
You're a Partner

Through Selective Distribution with **Magnavox**

• Every Magnavox dealer enjoys a partnership through Selective Distribution. With this goes a pledge from The Magnavox Company **One:** to protect his profit opportunity by freedom from destructive competition, **Two:** to deal *directly* with him, **Three:** to establish unusually attractive discounts, **Four:** to maintain Fair Trade prices wherever

permitted by law, **Five:** to supply competitively priced products of topmost quality and style, **Six:** to provide consistent, effective advertising and **Seven:** to aid his own merchandising activities in every reasonable way.

The Magnavox Company,
Fort Wayne 4, Indiana.



BETTER SIGHT... BETTER SOUND... BETTER BUY

Magnavox

One of a series of advertisements in business papers on "Why Magnavox Is Your Best Profit Opportunity."

DISTRIBUTOR NEWS

Fresno Distributor Moves To Larger Quarters

DeJannatt Wholesale Radio Co., Fresno, Calif., has moved to larger quarters at 223 Fulton St., where offices, sales and display room and warehouse space are available. A large parking lot adjoins the building.

Four Western Distributors Announce Personnel Changes

Four western distributors have announced personal changes in their organizations. John Lyons, formerly with Herbert Horn, has been made sales manager for Kaye-Halbert Distributing Co., Inc., Los Angeles. Thomas Tucker has been named television division sales manager for U. S. Grant Supply Co., Los Angeles. A. A. Alvarez has joined E. H. Krohn & Co., El Paso, as manager of the appliance department. Frank Fern has been appointed sales manager of the Admiral division of Herbert Horn, Inc., succeeding George Williams who has become a manufacturer's representative in the Los Angeles area.

GESCO, Dallas, Names Four Men To New Positions in District

Four personnel changes have been announced by the Dallas district of General Electric Supply Corp. David Morris, formerly traffic appliance sales manager at Dallas, has become branch manager of the Waco house. L. J. Van Vranken, formerly advertising and sales promotion manager, has been named to succeed Morris. John C. McKee has been made assistant manager of the appliance sales division and manager of advertising and sales promotion. Ed. R. Robbins, formerly in charge at Waco, has been transferred to Dallas as assistant manager of the supply sales division.

Olivier Made Branch Manager For Graybar in New Orleans

L. G. Olivier has been made manager of the New Orleans branch house of Graybar Electric Co. He joined the firm in 1945 as merchandise manager at New Orleans. He was formerly with the Louisiana Power and Light Co.

Albuquerque Distributor Honors Six Outstanding Dealers

Trophies of merit to outstanding dealers were recently awarded by the Electric Supply Co., General Electric distributors for New Mexico and southern Colorado, at a meeting in Albuquerque attended by 75 dealers and their staffs. Winners of the awards included: K & B Radio and Appliance Co., Albuquerque, outstanding dealer; Sanders Electric Co., Albuquerque, leader in refrigeration sales; Hicks Engineering & Electric, Socorro, dealer with best realization of potential; Gilbert Ortiz, Espanola, leader in home laundry sales; O'Hara & Sons Electric Co., Bernalillo, dealer showing greatest improvement; and Auge Service Co. of Belen, N. M., "surprise" dealer of 1951.

Crying Towels



HILLIARD S. GRAHAM of Hyland Electrical Supply Co., Chicago, uses a crying towel sent out by O. A. Sutton Corp. to firms that don't get enough merchandise.

Denver Distributing Firm Constructs New Warehouse

Work is under way on a 30,000 square foot warehouse being constructed for the Robert F. Clark Co., Denver. The firm expects to occupy the new building in May or June.

Denver Distributor Honored by U.S. Junior Chamber

Robert S. McCollum, president of Auto Equipment Co., Norge distributor in the Rocky Mountain area, has been selected as one of the ten outstanding young men in the country by the United States Junior Chamber of Commerce. He was honored "for outstanding work in behalf of the Crusade for Freedom, in bettering state and community relations", as well as for his activities as chairman of the boys' work committee of the Rotary Club, his work with Boy Scouts, with Denver Boys, Inc., and in other civil fields.

Auto Equipment recently divided its activities with a new company, McCollum-Law Corp., being formed to take over the appliance distributorship. W. S. Law is vice-president and general manager of the new firm. McCollum remains president of both companies.

Carver Named To Head Du Mont Distributorship in Florida

Henry H. Carver has been named to head the Florida factory distributorship of Allen B. Du Mont Laboratories, Inc., Headquarters of the firm will be in Miami. Carver has been in the appliance field since 1936 and has been active in the Miami area since 1946.

Cole Heads South Jersey Area For All-State Distributors

Harold J. Cole has been appointed district manager for the south Jersey area covered by All-State Distributors, Inc., Newark. He was formerly a district sales manager for the White Rock Co. and was at one time appliance department manager for Meier & Frank, Portland, Ore.

Choose CADILLAC the dirt-hungry VACUUM CLEANER

• Powerful motor gives 'em SUPER suction.

• Extra wide floor nozzle means faster pickup, saves cleaning time.

2 SPEEDS

High for floor coverings
Low for delicate fabrics

De luxe beating-sweeping brush model
De luxe cylinder type

See them demonstrated the efficient cylinder type Cadillac, and the motor-driven brush model with exact nap adjustment. Write for name of nearest Cadillac dealer today.

CADILLAC
Revolving Brush and Cylinder
VACUUM CLEANERS

Since 1911,
sold only
by reliable
dealers

CLEMENTS MFG. CO.
6605 S. Narragansett Ave., Chicago 38, Ill.

"See us at Summer markets, June 18-28
American Furniture Mart, Space 1716"

Hundreds of vacuum cleaner prospects—right in your trading area—read about CADILLAC in leading national magazines

What Cadillac advertising promises, you can prove, when you demonstrate Cadillac "upright" or cylinder cleaners. No other line offers your customers a better value in home cleaning. And no other line offers you so much profit opportunity—plus customer satisfaction that brings more business to your store.

CADILLAC
Revolving Brush and Cylinder
VACUUM CLEANERS

Display Cadillac... talk Cadillac... SELL Cadillac, the cleaners that give you and your customers more for the money.

CLEMENTS MFG. CO.

Dept. A • 6666 S. Narragansett Ave. • Chicago 38, Ill.
Since 1911, sold only by reliable dealers and distributors

You can offer all the best selling features with FLORENCE Electric Ranges

FLORENCE OFFERS

Everything ✓
EVERY DEALER NEEDS



• Big, colorful ads are running this year in these national magazines — Saturday Evening Post, Better Homes & Gardens, Good Housekeeping, McCall's, Household, Country Gentleman. Let people in your community know you feature Florence—see the difference in increased sales.



MORE AND MORE electric ranges are being sold every day! It's the modern way to cook; the clean, fast, automatic way. And every housewife is a potential customer for a new Florence...the electric range that offers more of what most women want.

Florence Ranges and Heaters will be pre-sold to American women in the country's foremost magazines... month after month.

Your customers are protected by the Florence Electric Range warranty... and by well-known Underwriters' Laboratories, Inc., plus the Good Housekeeping Seal of Approval.



your big profit and prestige builders for 1951

MP-1A Pressure Cooker
Can be used in Deep-Well Unit.

"Duplex" Deep-Well
Cooker Converts to Surface Unit.

Deluxe Backguard
and Top Light.

Centralized Control Panel.

High-Speed Surface Units.

Automatic Oven Timer
and Electric Clock.

Pre-Heat Oven Thermostat.

Indicator Lights.

Timed Appliance
Outlet.

Standard Appliance
Outlet.

Arkless 5-heat
Switches.

Large Size Oven
with Oven Light.

Look-in Oven
Window.

Porcelain
Oven Lining.

Chrome
Oven Racks.

Full-Size
Warming Oven.

2 Roomy
Service Drawers.

Recessed Base.

Smart Styling.

Flush-to-Wall
Installation.

Titanium Porcelain
Finish.

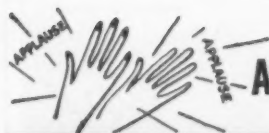
FLORENCE OFFERS EVERYTHING EVERY DEALER NEEDS:

- ✓ Full line of cooking and heating appliances... for every fuel... for every budget.
- ✓ Top-quality... competitively priced.
- ✓ A good margin of profit for you.
- ✓ Sparkling, eye-catching design.
- ✓ Work-saving features that close sales.
- ✓ Consumer acceptance that builds demand.
- ✓ Co-op advertising plan.
- ✓ Full color point-of-sales displays.
- ✓ Complete selection of dealer sales helps.
- ✓ Warehousing facilities for better service.
- ✓ Big-company resources — 3 modern plants.
- ✓ Continuous research and product improvement.
- ✓ Over three-quarters of a century of experience — a tradition of value.

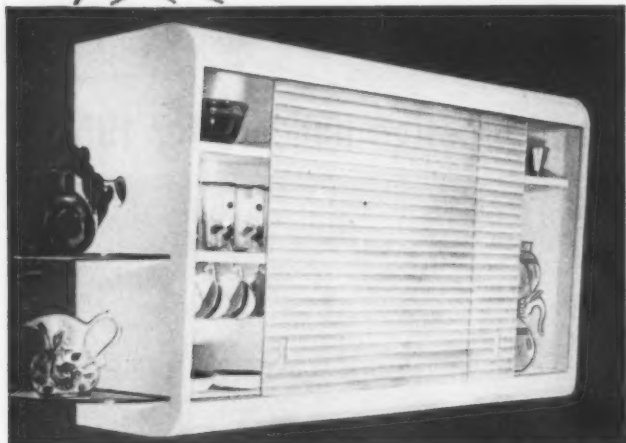
ELECTRIC RANGES • GAS RANGES • LP-GAS RANGES • OIL RANGES
COMBINATION RANGES • OIL HEATERS • GAS HEATERS

FLORENCE STOVE COMPANY... General Sales Offices and Plant: Gardner, Mass. Mid-Western Plant: Kankakee, Illinois. Southern Plant: Lewisburg, Tennessee. Other Sales Offices: 1 Park Avenue, New York; 1452A Merchandise Mart, Chicago; 419 Western Merchandise Mart, San Francisco; 53 Alabama St., S.W., Atlanta; 301 North Market St., Dallas.

Florence
Ranges and Heaters



A BIG HIT EVERYWHERE!



Pantryette®

*the all-steel wall cabinet
with sliding glass doors
and "inside-outside" lighting*

... Created by MORTON

PANTRYETTE—symbol of the Morton "Kitchen-of-the-Year"—makes an instant hit with every woman who demands high utility, as well as beauty, in kitchen equipment. For PANTRYETTE alone combines all these features: *Sliding glass doors*, all-steel construction, sloping front curved at top and bottom, "inside-outside" lighting! It is easy to install or move—it "hangs like a picture" at any desired height. Sell Pantryettes on the Morton "Add-a-Unit" plan—or for extra sales with a sink, range or refrigerator, to make a Service Center.

TOTALITE "Inside-Outside" Lighting

The TOTALITE fixture in bottom of PANTRYETTE floods work-surface below—and cabinet interior above—with shadow-free fluorescent light. Convenience outlets for small appliances; separate on-off switch for lights.



Nine Sizes—18" to 66" Wide

PANTRYETTES fit any wall space of 18 inches or wider. Three-shelf models (30" high) come in 18", 24", 30", 36", 42", 54" and 66" widths; single-shelf models (18" high, for use over refrigerator or freezer) in 36" and 40" widths.

Only MORTON makes Pantryettes—Only MORTON dealers sell them

**MORTON
MANUFACTURING COMPANY**
5125 West Lake Street, Chicago 44, Ill.



DISTRIBUTORS APPOINTED

Thor Corp.

Disco Distributing Co., St. Louis, Mo., has been made a distributor of Thor home laundry equipment.

Tele King Corp.

Two new distributors of Tele King sets have been appointed.

U. S. Grant Co., Los Angeles, Calif.
Tele King Philadelphia Distributors, Philadelphia, Pa.

Schaefer, Inc.

Tele King Philadelphia Distributors, Philadelphia, has been made distributor of "Pak-A-Way" home freezers.

Revco, Inc.

Six new distributors of Revco freezers have been appointed.

Herman Hollander Co., St. Louis, Mo.
G. W. Onthank Co., Des Moines, Ia.
Bi-State Distributing Co., Omaha, Neb.
Campbell-Stenson Co., St. Paul, Minn.
Knapp & Spencer Co., Sioux City, Ia.
Onthank-Davidson Co., Davenport, Ia.

Kisco Co., Inc.

Tele King Corp., Newark, has been made a distributor of Kisco fans.

Conlon Bros. Mfg. Co.

Ten distributors of White Way washers have been appointed.

H. E. Sorenson Co., Des Moines, Ia.
Del Distributors, Rockford, Ill.
KTM Distributors, Cincinnati, Ohio
Crest Corp., St. Louis, Mo.
Townley Metal & Hardware Co., Kansas City, Mo.
Motorola-Lansing Co., Lansing, Mich.
B & W Distributing Co., Grand Rapids, Mich.
Simon Distributing Co., Washington, D. C.
Rahr's Inc., Manitowoc, Wis.
Knapp & Spencer Co., Sioux City, Ia.

Servel, Inc.



D'ELIA DISTRIBUTORS, INC., Bridgeport, Conn. becomes a distributor of Servel appliances as Charles A. D'Elia, president of the firm, signs the franchise agreement. Seated at right is John W. Knighton, general sales manager for Servel. Standing from left to right are W. Paul Jones, Servel president, William C. Lannon, D'Elia general manager, and George Copeland and John McLaren of Servel.

General Air Conditioning Corp.

Northeastern Distributors, Inc., Boston, Mass., has been named a distributor of General Chef products.

Sentinel Radio Corp.

Two new distributors of Sentinel television sets have been named.

Line Distributing Co., Des Moines, Ia.
Sanborn Electric Co., Indianapolis, Ind.

Remington Corp.

Thirteen new distributors of Remington air conditioning units have been named.

Graybar Electric, Chicago, Ill.
Graybar Electric, Milwaukee, Wis.
Graybar Electric, Hammond, Ind.
Graybar Electric, Grand Rapids, Mich.
Graybar Electric, Indianapolis, Ind.
Graybar Electric, Des Moines, Ia.
Graybar Electric, Davenport, Ia.
Graybar Electric, St. Louis, Mo.
Graybar Electric, Minneapolis, Minn.
Graybar Electric, Little Rock, Ark.
Arrow Distributing, Chicago
Temp-Matic Wholesalers, Detroit, Mich.
Wright & Wilhelm, Inc., Omaha, Neb.

Sylvania Electric Products, Inc.

Graybar Electric, Cleveland, has been made a distributor of Sylvania television.

Domestic Sewing Machine Co., Inc.

Three new distributors have been appointed by the Domestic Sewing Machine Co.

Scioto Sales Co., Columbus, Ohio
Fineberg's, Trenton, N. J.
Graybar Electric Co., Columbia, S. C.

Lewyt Corp.

Lee Distributing Co., San Diego, has been made a distributor of Lewyt vacuum cleaners.

Companion expands home equipment activities

*Now offers exciting new editorial-merchandising
support to advertisers and retailers!*

In 1950 the COMPANION gave the most extensive coverage to Home Equipment of all four leading women's service magazines. In 1951 this tempo will be maintained . . . and increased. And now the COMPANION is extending its activities to provide an even more effective *pre-selling platform*.

Meet COMPANION's new Home Equipment team. It is directed by Bernice Strawn, Home Equipment Editor; Ninki Hart, Director of Merchandising; Ada Bessie Swann, Consultant in Equipment Advertising; and Virginia Miether, Merchandising Assistant for Home Equipment.

This group will add to the COMPANION's already top-ranking department more of everything that helps move merchandise. More editorial coverage, more frequent and thorough promotions among department stores and public utilities, more personal contact with the industry.

Check the COMPANION — watch this comprehensive merchandising development in the Home Equipment field. Find out how you can make use of the COMPANION's big, young, vital, rich market . . . how you can make more sales to more women!



BERNICE STRAWN
Home Equipment Editor



NINKI HART
Director of Merchandising



ADA BESSIE SWANN
Consultant in Equipment Advertising



VIRGINIA MIETHER
Merchandising Assistant
for Home Equipment

Woman's Home **COMPANION**
AVERAGE CIRCULATION: MORE THAN 4,000,000

Complacency!

Complacency is a foreign word. Of course you'll find it in any American dictionary. But, because it suggests lethargy and a dangerous do-nothing attitude, it is completely "foreign" to the 500 manufacturers whose products you will see on display in your industry's 15th NATIONAL HOUSEWARES AND HOME APPLIANCE EXHIBIT.

They will be there with more than 100 classifications of merchandise, and thousands of products. They know that a complacent attitude toward selling, even in a defense economy — is not only dangerous but sometimes disastrous.

They know that the product that continues to sell year after year is the product that is consistently "sold," even when it is oversold.

They realize the importance of meeting with you, the buyer, to discuss mutual problems and to help you weather the choppy economic seas ahead.

Can you afford to miss your industry's only national exhibit in this crucial year? Five hundred un-complacent manufacturers know they cannot!

15th National Housewares and Home Appliance Manufacturers Exhibit

July 9-13

(Monday thru Friday)

**AUDITORIUM
ATLANTIC CITY, N. J.**

**NATIONAL HOUSEWARES
MANUFACTURERS ASSOCIATION**

(Incorporated not-for-profit)

1140 Merchandise Mart, Chicago 54, Illinois

DISTRIBUTORS APPOINTED

Textron, Inc.

Lee Distributing Co., San Diego, has been made a distributor of Textron electric blankets.

O. A. Sutton Corp.

Lee Distributing Co., San Diego, has been made a distributor of Vornado fans.

Hoffman Radio Corp.

Korsmeyer Co., Lincoln, Neb., has been made a distributor by Hoffman Radio Corp.

Gellman Mfg. Co.

Two California distributors of Sew-Gem sewing machines have been appointed.

Sues, Young & Brown, Los Angeles, Calif.
Thompson Holmes, San Francisco, Calif.

Geneva Modern Kitchens, Inc.

S. S. Fretz, Jr., Philadelphia, has been made a distributor of Geneva products.

Hoover Co.

Seven distributors have been named by Hoover Co. They will handle irons, floor polishers and hand cleaners.

Martin Electric Co., Dayton, Ohio.
Hall Wholesale Co., Inc., Dallas, Tex.
Lighting Fixture & Electric Supply Co., Inc., New Orleans, La.
555, Inc., Little Rock, Ark.
Wm. Mee Co., Oklahoma City, Okla.
Crumptaker Distributing Corp., Houston, Tex.
South Texas Appliance Corp., San Antonio, Tex.

Meynell Mfg. Co.

Louis Slenn Co., Philadelphia, has been named a distributor of Meynell electric ranges.

Mitchell Mfg. Co.

Fifteen new distributors of Mitchell air conditioners have been named.

St. Anthony Corp., Clearwater, Fla.
State Distributing Co., Jacksonville, Fla.
Tri-States Distributing Co., Inc., Shreveport, La.
South Texas Appliance Corp., San Antonio, Tex.
Boyd Engineering Co., Inc., El Paso, Tex.
Georgia Appliance Co., Atlanta, Ga.
Twin States Distributing Co., Charlotte, N. C.
B. T. Crump Co., Richmond, Va.
General Electric Supply Corp., Providence, R. I.
General Electric Supply Corp., Portland, Me.
Paul-Jeffrey Co., Inc., Syracuse, N. Y.
Krich-Radisco, Inc., Newark, N. J.
Keps Electric Co., Pittsburgh, Pa.
Modern Distributors, Inc., Oklahoma City, Okla.
Maumee Sales, Inc., Fort Wayne, Ind.

Kaye-Halbert TV

Edward J. Moreau Distributing Co., Salt Lake City, has been named distributor of Kaye-Halbert TV.

Murray Corp. of America

Thomson Diggs Co., Sacramento, Calif., has been made a distributor of Murray appliances.

John Meck Industries, Inc.

Three new distributors of Meck television sets have been appointed.

Appliance Service Corp., Charlotte, N. C.
Carolina Electric Appliance Co., Columbia, S. C.

Taran Distributing Co., Miami, Fla.

Locke Stove Co.

Twelve new distributors of Warm Morning heaters have been appointed.

White Crest Co., Baltimore, Md.
Stratton-Warren Hardware Co., Memphis, Tenn.

Moore-Handley Hardware Co., Birmingham, Ala.
Englewood Elec. Supply Co., Chicago, Ill.
Boetticher & Kellogg Co., Evansville, Ind.
Consolidated Sales, Inc., Indianapolis, Ind.
Mayflower Sales Co., St. Louis, Mo.
Southern Distributing Co., Knoxville, Tenn.
Braid Electric Co., Nashville, Tenn.
Otis Hidden Co., Louisville, Ky.
Allison-Erwin Co., Charlotte, N. C.
Charleston Hardware Co., Charleston, W. Va.

Stewart-Warner Corp.

Boyd Corp., Boston, Mass., has been made a distributor of Stewart-Warner radio and television sets.

Tyler Fixture Corp.

The Eastern Co., Cambridge, Mass., has been made a distributor of "Harder Freez" home freezers.

Raytheon TV

Graybar Electric, Columbia, S. C., has been made a distributor of Raytheon television sets.

Domestic Sewing Machine Co. Inc.,



GROSS DISTRIBUTING CORP., Newark, N. J., becomes a distributor of Domestic sewing machines as A. P. Hummers, Gross president, signs a franchise. Looking on are Domestic's Joseph S. Howe, left, and William D. Goldberg, Gross sales manager.

Go ahead and tell him . . .

*Times being what they are, chances are
he'll want you to have a Hoover.*



Go ahead and sell them!

*Times being what they are . . . it's
certain they'll want a HOOVER*

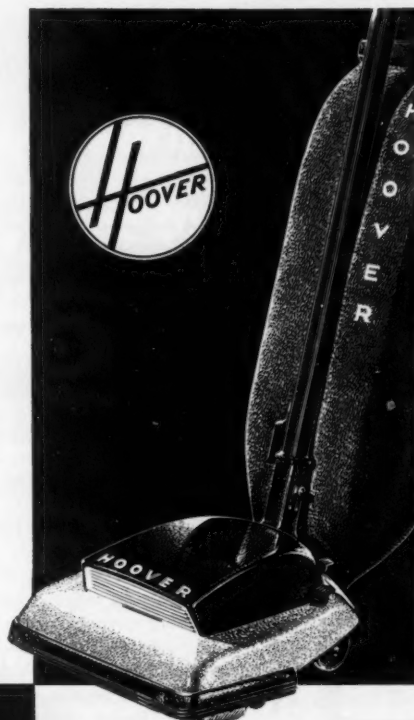
This is the year of all years to be selling Hoover. For, in times like these, people are just naturally turning to the best-known, most-dependable products to see them through the long haul.

Hoover Cleaners, long famous as "the best," are capitalizing on this increasing public interest in household appliance investments. A large part of this interest is created and fed by the scaled-to-the-future Hoover advertising campaign now appearing in leading national magazines . . . LIFE, SATURDAY EVENING POST, BETTER HOMES & GARDENS, GOOD HOUSEKEEPING, LIVING and TODAY'S WOMAN.

Look for this advertising. Use it to help you sell. Tie in with it in your own newspaper advertisements, direct mail, displays and other merchandising you do to identify you as the leading store in your locality that sells Hoover Cleaners.

THE HOOVER COMPANY

North Canton, Ohio; Hamilton, Ontario, Canada; Perivale, England



It beats, as it sweeps, as it cleans, brings back colors, routs out stowaway dirt. Triple-Action Hoover Model 29, illustrated, \$87.95. Cleaning tools at slight extra cost. Other Hoover Triple-Action Cleaners from \$59.95.

Cleans by powerful suction—Hoover AERO-DYNE Tank Cleaner with the famous "Litter Gitter" nozzle. Hoover AERO-DYNE Model 51, illustrated, featuring exclusive Dirt Ejector, \$84.95, complete with tools. Hoover AERO-DYNE Model 41 with Disposable Dirt Bag and cleaning tools, \$69.95.



Prices subject to change without notice.

Prices slightly higher in Canada.

Here are the facts that help sell Hoovers

- 43 years of manufacture—oldest and largest.
- More than 9,000,000 Hoovers already sold.
- More Hoovers in use today than any other make.
- 48% of Hoover sales made on direct recommendation of Hoover users.
- Most complete line of cleaners in the industry.
- Most complete service facilities in the industry.
- Sold exclusively through leading local stores.
- Top cleaning efficiency . . . proved by independent laboratory tests.
- Purchase terms as liberal as government regulations permit.

You'll be happier with a

Hoover®

...and these are the times to sell it

CEMCO HYDRAUL-LIFT TAILGATE



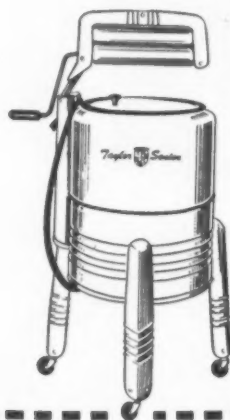
BEST WAY TO HANDLE APPLIANCES

Complete specifications—users
near you — are yours for the
asking. Write Dept. E-5.

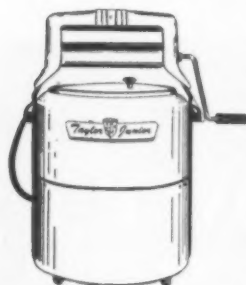
It's a hydraulic operated tailgate that raises or lowers 2,000 pounds safely and smoothly. Can be instantly stopped and held at any point. Mounts readily on any $\frac{3}{4}$ to 5 ton truck.

On your truck it eases man power problem, means safer handling of heavy appliances—gives you modern equipment.

CEMCO INDUSTRIES, INC.,
GALION, OHIO



These little washers mean big business today . . . in the growing market for time-saving, space-saving, budget-priced appliances . . . more and more people ask for Taylor Junior (\$49.95 with wringer) and Taylor Senior (\$69.95 with wringer and drain pump).



We're working at top capacity to meet the growing demand for these little washers with big washer performance . . . but we must ask you to allow a little more time for delivery of your orders these days.

THE TAYLOR CORP.
ALLIANCE • OHIO

LEAGUE ACTIVITIES

Nashville Dealer Association Sponsors Spring Carnival

The Nashville Electrical Dealers Assn. is cooperating with Nashville Electric Service in sponsoring a "spring electric carnival" from May 7 to May 19. Consumers must visit a participating store to receive a free ticket entitling them to a chance at a number of prizes to be given away at a public drawing.

Philadelphia Electric Group Tie-In With NEMA Gift Drive

The Electric Assn. of Philadelphia has launched a comprehensive campaign at the local level to tie in with the electric housewares drive being sponsored by NEMA. The Assn. has prepared window streamers and posters for Philadelphia dealers and will conduct window display contests. The group has also contracted for 331 insertions in 131 newspapers and will use radio and television spots.

Rocky Mountain League Holds Spring Work Conference

The spring work conference of the Rocky Mountain Electrical League was held in the Shirley-Savoy Hotel, Denver, from April 15-17. General chairman of the conference was Albert W. Tracy with Kenneth J. Haines serving as vice-chairman.

E. B. Jones Named to Succeed Rose As Nashville Dealer Assn. Head

E. B. Jones has been named to fill out the unexpired term of N. S. Rose as head of the Nashville Electric Dealers Assn.

Charleston Electric League Holds Annual Exposition

Over \$100,000 worth of appliances were displayed at the annual electric exposition held by the Charleston, S. C., Electric League in March. Attendance prizes were awarded daily. W. H. Barnwell is league chairman.

Maillard Named to Presidency Of Indianapolis League

Albert L. Maillard has been elected president of the Electric League of Indianapolis with C. H. Domhoff as vice-president. Other officers are Frank Argast, secretary, Jack White, assistant secretary, O. T. Fitzwater, treasurer and Charles Coonce, assistant treasurer. E. M. Lawrence represents dealers on the board of directors and Harley Litteral represents distributors.

New Jersey Dealer Association Names Rosenberg President

Jack Rosenberg has been elected president of the Greater New Jersey Appliance Dealers Assn. Leo Kappowitz, Jack Brennan, Michael Tobia, Martin Rafferty and Lou Baron were named vice-presidents, with Tim O'Shea as treasurer and Peter Lambuster as secretary. The group will attempt to enroll the approximately 1700 dealers in the state's nine northern counties.

Canadian Dealers Face Smaller Supply of Goods, Convention Told

Canadian appliance dealers face a gradually dwindling supply of goods as the defense program increases, Percy G. Willey, general sales manager of the Ford Motor Co. of Canada, Ltd., told the annual convention of the Ontario Assn. of Radio and Appliance dealers in Toronto recently.

Norling Addresses Western Penn League on Sales Training

Earl H. Norling, manager of the retail development division of the General Electric Co., spoke to the Electric League of Western Pennsylvania on April 9 on the subject "In One Ear and Out the Other vs. Learning by Doing." His talk included a burlesque of a hair-tearing sales manager's version of sales training followed by a demonstration of Norling's own ideas on proper sales training techniques.

Selling the "Dealer"



JOHN S. MARTIN of the Martin Co., Philadelphia, plays the role of distributor salesman during a skit staged by the electrical housewares group of the Electrical Assn. of Philadelphia, to launch a three month promotion on electric housewares. At right is Walter S. Kucker of NESCO, acting the part of the disinterested dealer who must be sold on the window display contest and other portions of the promotion.



MILLIONS WANT IT! AMPRO MAKES IT!

World's Lowest Priced Tape Recorder!

Records Anything!
Plays Back Instantly!
Records Permanently or
Erases Tape Over and Over!



BIGGEST MARKET SINCE TELEVISION



PARENTS PERMANENTLY RECORD BABY'S FIRST WORDS! Ampro is the ideal family recorder for reunions, weddings, anniversaries, parties and other special events.

DOCTORS RECORD RESEARCH FINDINGS ... LAWYERS RECORD CASE MATERIAL. Professional men and women welcome this easy, inexpensive way to keep records.



BUSINESSMEN, EXECUTIVES, SALESMEN USE IT FOR DICTATION. This new tape recorder makes a simple-operating low cost dictation unit ... dictation can be erased from tape for use over and over.

EDUCATORS, SOCIAL WORKERS USE IT FOR AUDIO EDUCATION. Teachers find the new Ampro Tape Recorder a helpful guide toward instructing through sound.



ONLY AMPRO GIVES YOU THESE 8 SELLING POINTS TO CLINCH THE GREATEST MASS MARKET AT THE

World's Lowest Price \$119⁷⁵ Complete

- | | |
|--------------------------------|-----------------------------|
| 1. Lowest First Cost! | 5. Big 5" x 7" Speaker! |
| 2. Greatest Operating Economy! | 6. Instant Stop Switch! |
| 3. Light, Compact (17 lbs.)! | 7. No Accidental Erasing! |
| 4. Easy to Thread, Operate! | 8. External Speaker Outlet! |

Just put this new low cost tape recorder on your counter—you'll be amazed at the traffic it'll stop—you'll be mighty pleased how easily it sells. Let your customers work it themselves. Once they see how simply it operates—how much *real* fun it is—all you need do is suggest a few uses and you've made a sale! Parents want it for keeping baby's voice, recording family events, party fun, music—professional folks use it for record keeping, dictation, training employees and students. Just about everyone in town is a potential prospect for this new self-seller. Get the complete money-making facts on an Ampro franchise—mail coupon today!

**DON'T
 DELAY...
 WRITE
 TODAY!**

AMPRO CORPORATION
 A General Precision Equipment Corporation Subsidiary
 2835 N. Western Ave., Chicago 18, Illinois

EIM-5-61

I am interested in complete information on a franchise for the new AMPRO Tape Recorder. I am a () Dealer () Distributor.

Name.....

Firm Name.....

Address.....

City.....State.....

Beats All For Value The PHILHARMONIC Power-Packed Radio Clock



Suggested List
\$29.95
Model 511
Ebony

VARIETY OF
CABINET COLORS
SLIGHTLY HIGHER

Dealers—Distributors are invited to inquire about available territories.

Back the power of the Philharmonic Radio Clock with a built-in radio receiver, a clock, and a power-packed radio. The Philharmonic Radio Clock is a complete radio-cum-clock in a compact, beautiful cabinet. It is the Philharmonic Radio Clock is just the way to a better radio.

FEATURES: Complete radio-cum-clock with built-in radio receiver, a clock, and a power-packed radio. The Philharmonic Radio Clock is a complete radio-cum-clock in a compact, beautiful cabinet. It is the Philharmonic Radio Clock is just the way to a better radio.

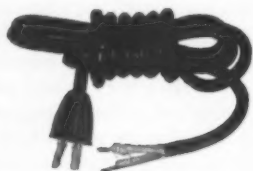
Philharmonic Radio and Television Corp.
General Offices and Plant: New Brunswick, N. J.

CORD SETS

from
Columbia

"The Home of Good Cord Sets"

Purchasing Cord Sets is no different than selecting a suit! You want to buy from a reliable source—You want the best material—the best workmanship—finest service! "Columbia" Cord Sets "measure-up" to your most exacting specifications. Our Cord assemblies are made of the finest U/L Approved Cord and Plugs. **ORDER TODAY!**



Cord Sets for:

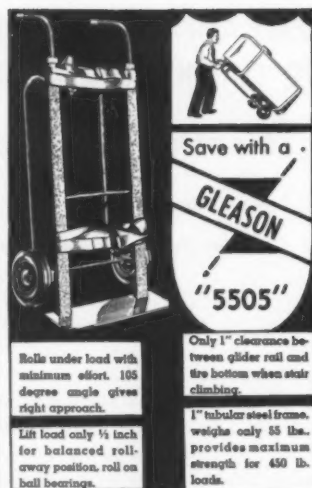
- Television
- Radios
- Refrigerators
- Clocks
- Portable Tools
- Electrical Appliances

We stock *Anacosta* U/L appliance hookup wire from 22 to 16 Ga. in 19 colors.

We specialize in wire harnesses, cords and cables for all electronic applications.

COLUMBIA WIRE & SUPPLY CO.
2850 Irving Park Rd., Chicago 18, Ill.

"National Distributors and Warehouse for Anacosta Dinasth Television and Radio Wires and Cables."



Rolls under load with minimum effort. 105 degree angle gives right approach.
Lift load only 1/4 inch for balanced roll-away position, roll on ball bearings.

Save with a
GLEASON
"5505"

Only 1" clearance between glider roll and tire bottom when stair climbing.
1" tubular steel frame, weighs only 55 lbs., provides maximum strength for 450 lb. loads.

GLEASON "5505" Appliance Handler is easier to use!

The right way to handle appliances is the easy way, with a Gleason "5505" Appliance Handler. Finger-tip balance under load, turns on a dime, big 10" ball bearing puncture-proof tire wheels. Heavy felt padded support plates, and safety web straps. 23 feet of securely welded steel tubing... topped off with a beautiful white finish.

GLEASON CORPORATION
6511 W. State, Milwaukee, Wis.

NEW LITERATURE

The Saturday Evening Post

The *Saturday Evening Post's* retail merchandising division has mailed a visual merchandising display kit on electric housewares to leading appliance, hardware and credit jewelry retailers. The kit contains seven suggestions on how to display electric housewares as gifts, a paper banner to be used as a display piece and paper pennants plugging the products of those manufacturers who have advertised in the *Post* during the first six months of the year.

Torrington Mfg. Co.

The 1951 edition of "How to Have Comfort from Moving Air" has been brought out by the Torrington Mfg. Co. of Torrington, Conn. Larger than last year's 138 page book, this edition contains 180 pages, profusely illustrated with photographs and diagrams. The first half of the book covers every type of cooling and ventilating equipment, while the balance of the book is devoted to heating equipment. The last few pages contain information on clothes dryers and an index of manufacturers whose products are described in the book. Copies may be obtained free of charge by writing the Torrington Mfg. Co.

The Sessions Clock Co.

The Sessions Clock Co., Forestville, Conn., has published a new catalog of clock movements and switch timers, illustrating the complete line of available units. This catalog is offered as a buying and engineering guide for specialty clock manufacturers, design engineers, and for all users of clock timing movements who want dimensional drawings and complete specifications.

Sun Radio & Electronics Co., Inc.

A new catalog of radio and electronics supplies has been announced by Sun Radio & Electronics Co., Inc., 122-124 Duane St., New York 7, N. Y. This catalog (No. 51) is for industry, universities, research, broadcast, service dealers, engineers, and experimenters.

National Adequate Wiring Bureau

A complete book on home wiring adequacy is now available from the National Adequate Wiring Bureau, 155 E. 44th St., New York, N. Y. Entitled "Getting the Most from Your Home's Electric System", this book is a factual reference manual on the wiring system.

National Electric Products Corp.

"Are You a Prisoner of This" is the title of a folder published by the National Electric Products Corp., Pittsburgh, Pa. It opens up to about four feet in length, giving a facsimile of a "Plug-In" strip, which releases the housewife from the inconvenience of overcrowded outlets.

Circulators & Devices Mfg. Co.

Circulators & Devices, 122-168 32nd St., Brooklyn 32, New York, announces the publication of its new 1951 catalog illustrating a complete line of ventilating equipment, including pedestal, wall and ceiling, attic, and exhaust fans. Also new reversible window fans, blowers, shutters, etc., all carrying the trade-name FRIGID.

Electro-Voice, Inc.

A complete phono-cartridge replacement chart has been published by Electro-Voice, Buchanan, Mich. It includes new features that should prove valuable to both distributor and service-dealers. Not only does it provide a comprehensive replacement listing covering the products of other manufacturers, but it also tells when to replace a phono-cartridge, what tests to make, and what type cartridge to use.

General Electric Co.

"Selling More G-E Portable Radios" is the title of a new General Electric sales training quiz-film which is part of a sales training kit which includes a leader's guide, a 33 1/3 r.p.m. recording, and descriptive giveaways to salesmen. Divided into three parts, the quiz-film shows various methods of portable radio sales presentations, both good and bad.

Holcomb & Hoke Mfg. Co.

New sales literature is being distributed throughout the Silent Breeze dealer organization by Holcomb & Hoke Mfg. Co. It not only helps the dealer to sell fans, but also gives step-by-step instructions, with illustrations, on how to properly locate the fan, calculate the proper size, and determine the best method of installation.

Salesmen's Reminder



PRINTED MATCHBOOK aimed at selling brand name WHIRLPOOL, is put to use by R. H. Schellschmidt, manager of major appliance sales for Graybar Electric Co., Inc., Chicago, distributor for Whirlpool Corp., St. Joseph, Mich. Inside cover contains reminder: "Did I spend enough time selling Whirlpool to that dealer?"

"It's a Cinch!"

KRESKY OIL FLOOR FURNACES ARE A NATURAL WINNER FOR YOU

**IT'S EASY TO DISPLAY KRESKY...
SELL KRESKY...INSTALL KRESKY
RIGHT ALONG WITH OTHER APPLIANCES**

Kresky Floor Furnaces are home appliances as much as ranges or refrigerators—they're right up the alley for both wholesale and retail appliance distributors.

If you're not stocking and selling Kresky *now*, you're missing a wide market for a basic need—economical, modern automatic heating. And, the coupon below is for *you*.

PERFECT FOR MODERN HOMES

Kresky Oil Floor Furnaces suit homes with or without basements—even the simplest, smallest homes. They go under the floor, out of sight, out of the way.

EASY TO INSTALL

These compact Kresky units are as easy to install as an automatic washer. No ducts...no sheet metal work is needed.

A VOLUME SELLER

Their modest cost fits modest purses. They qualify, too, under minimum Government credit terms—only 10% down and 30 months to pay. They're easier to buy, easier to pay for. And Kresky Oil Floor Furnaces carry a wider margin of profit for you than many other appliances.

Clean, Low-cost Heating

Only Kresky Oil Floor Furnaces have the patented Kresky Forced Air Induction Oil Burner—unequalled for trouble-free, economical oil heating.

Demonstrate this famous Burner right in your store. Actually show prospects how Kresky will cut their heating costs. No other oil furnace can match this "live" Kresky Burner demonstration.



You should hear about the Kresky sales opportunities in your own area, and if you'd like more information about Kresky Oil Floor Furnaces, just fill in and mail the coupon below.

Mail this Coupon Today!

KRESKY MFG. CO., INC.
2nd & H Streets, Petaluma, California

SS1 EM

- ☐ Ask your District Representative to call and pinpoint Kresky's market in my area.
☐ Send me complete facts and figures on Kresky Oil Floor Furnaces by return mail.

NAME _____

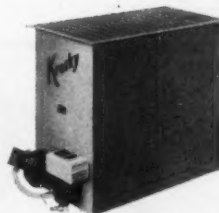
COMPANY _____

ADDRESS _____

CITY _____

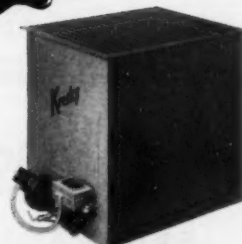
STATE _____

ELECTRICAL MERCHANDISING—MAY, 1951



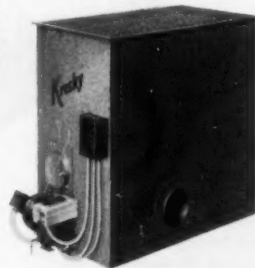
PET MODEL

The baby of the line...
40,000 BTU output



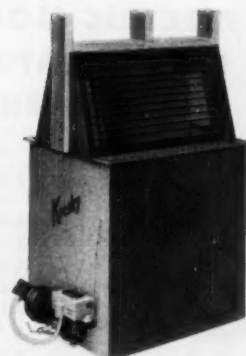
ECONOMY MODEL

For the average home!
52,700 BTU output



EVENHEAT MODEL

For larger homes!
72,800 BTU output



DUAL WALL-REGISTER FLOOR FURNACES

Throws heat into 2 rooms at once
Available in all models



KRESKY MFG. CO., Inc.

2nd and H Streets, Petaluma, California

New Profits...with these

Electrically Reversible WINDOW FANS



A complete line of one and three speed Pedestal, Wall, Ceiling and Counter fans of modern streamlined design.

WR24, WR30. This completely enclosed window fan with front and back grill does a two-fold job of cooling. It acts as an exhaust fan to remove stale, smoke-laden air, and then, by the mere flick of a switch, floods the apartment with

refreshing, cooling outside air. Beautiful hammertone finish to blend and become a harmonious part of any room. Here is a new kind of fan—that does everything—and does not require elaborate installation. Two sizes—24" Blade size and 30" Blade size.

WR20. Another electrically reversible fan—for exhaust or intake. The WR20 operates at 3 Quiet Speeds, occupies little space (it's only 6" deep) and has a handsome streamlined beauty that makes it extremely popular. It has adjustable side panels to fit windows from 28"-34" wide. Has 20 aluminum propellers. Simple installation.

FRIGID HASOCK FAN

- It's good looking and easy to sell.
- Has a Sealed Bearing G.E. Motor that never needs oil and therefore there's no chance of oil dripping on expensive floor covering.
- Safe—for children or pets—completely protected.
- Operates at 3 Quiet, dust-free speeds.
- Regularly Priced for Quick Turnover.
- Liberal discounts from list assures more profit.
- Unconditionally Guaranteed.
- Individual, D-Motest-Approved Design.



Write for literature.

CIRCULATORS & DEVICES MFG. CORP.
128-168 THIRTY-SECOND STREET • BROOKLYN 32, N. Y.

New! "Best Seller"

GENEVA Automatic ELECTRIC CLOCK REFRIGERATOR DEFROSTER



- ★ Eliminates messy defrosting and cleaning your refrigerator.
- ★ Keeps foods fresh longer.
- ★ No more food odors.
- ★ Saves up to 30% on electric bills.
- ★ Completely automatic.
- ★ Defrosts twice in 24 hours.
- ★ Adjustable for any refrigerator.
- ★ Noiseless, self starting.

Already proven
one of the hottest items
in the appliance business at . . .

Only
\$12.95
RETAIL
Inc. tax

For Full Information—Write or wire
GEORGE T. STEVENS & ASSOCIATES
447 American Furniture Mart
Chicago, Illinois

Exclusive Sales Agents for:
H.M. SWITZER MANUFACTURING COMPANY, INC.

SEE IT
AT THE
MARKET

DEALER SALES HELPS



DEALER-IDENTIFICATION sign for Coolerator dealers is processed in bright colors on reverse side of Plexiglas faces. Enclosed fluorescent lamps keep the impression the same by day and night.



TRAVELING DISPLAY, prepared by Timken silent Automatic Div. of Jackson, Mich., for special dealer showings at fairs, expositions, home shows etc. Each display in series is produced in "uni-pak" form, providing its own shipping crate when folded.



DISPLAY BOARD offered dealers by Domestic Sewing Machine Co., Inc., Cleveland, O. Weighs two lbs; 18 3/4" x 35"; eight-color lithography; shows fancy sewing that can be done with attachments and selection of models of machine.



"ALL YEAR" portable radio models' sales promotion material being examined by D. S. Beldon (left), General Electric's radio sales manager, and A. A. Brandt, general sales manager for the receiver division. Material includes counter display, window streamers, counter cards, envelope stuffers and mat book.



"KITTY BELLE" alarm clock, made by the Sessions Clock Co., Forestville, Conn., is displayed on this counter easel. Display is free with every order for three clocks.



Commercial Credit financing offers more advantages to dealer and his customers

MORE dealers finance *more* home appliances with COMMERCIAL CREDIT than through any other national financing plan! That's because COMMERCIAL CREDIT offers *more* advantages, gives *broadier protection and benefits* to both buyer and seller.

COMMERCIAL CREDIT offers you a *complete* financing package . . . from wholesale and floor stock down to the last detail of property insurance, credit investigation, collection, adjustment and prospect follow-up.

Write, wire or phone the COMMERCIAL CREDIT office nearest you. Our local representative will be glad to call at your convenience and explain how COMMERCIAL CREDIT can serve you *better* by providing you with dependable financing from factory to customer.

Over 300 Offices Offer Nationwide Service. COMMERCIAL CREDIT's wide facilities help speed credit checks . . . aid in completing time payments when customers move out of your community . . . offer service on other features of the COMMERCIAL CREDIT PLAN.

COMMERCIAL CREDIT CORPORATION

A subsidiary of Commercial Credit Company, Baltimore . . . Capital and Surplus over \$100,000,000 . . . *more than 300 offices in principal cities of the United States and Canada.*



Wholesale Financing Plan Helps Dealers Keep Stock Up. COMMERCIAL CREDIT provides you with the financing you need to keep your floor and warehouse stocks at their best level . . . allows you to take advantage of quick deliveries to close more sales and make more profits.

EIGHT WAYS BETTER!

1. Wholesale Financing
2. Fast Credit Approval
3. Life Insurance Protection
4. Property Insurance Protection
5. Automatic Sales Follow-up
6. Tested Collection Service
7. Builds Customer Good Will
8. Nationwide Facilities



Insurance Protects Customers. Under the COMMERCIAL CREDIT PLAN, your customers receive 1) Property Insurance Protection, in event of damage to, or loss of, the merchandise, as defined in the policy . . . and 2) Life Insurance Protection, which cancels unpaid balance in event of purchaser's death. (Life Insurance not available in California)



LET SWING-A-WAY HELP
YOU FIND YOUR

Pot of Gold

MODEL
509 R-Y-W
CAN OPENER

AT THE END OF THIS RAINBOW
OF Formulated COLORS

CHECK THESE **EXCLUSIVE** FEATURES

- ✓ SYNCRO-GEAR DRIVE
- ✓ SHOCK-PROOF ASSEMBLY
- ✓ 5-POSITION BRACKET

THREE FAMOUS
"SALES SEALS"



SWING-A-WAY MFG. CO., 4100 BECK AVE., ST. LOUIS 16, MO.
IN CANADA • FOX AGENCIES LTD., PORT CREDIT, ONT.

MITCHELL Room Air Conditioners The Profit "Shot-in-the-Arm" for your Summer Appliance Business!

HERE'S WHY

3 BIG SELLING
FEATURES

- Dyna-Cooler
- Turbo-Dryer
- Air Scoop

Longest Margins for
Biggest Earnings

Acclaimed Everywhere
the World's Finest

Ride the MITCHELL selling wave in 1951, with these exclusive advantages. Get set *right now* for profits—write today for complete details on the money-making MITCHELL dealership.

MITCHELL MFG. COMPANY
Chicago 14, Illinois
Makers of the World's Finest
Room Air Conditioners



MITCHELL is better than ever in '51!
get your share of this big volume business

WRITE FOR THE PROFIT FACTS

**ACT
NOW**

MITCHELL MFG. COMPANY
2527 N. Clybourn Ave., Chicago 14, Ill.

Send me all the facts and quote me dealer prices at once on MITCHELL Room Air Conditioners

Dealer's Name _____

Address _____

City _____ State _____

By _____

Appliances In The Magazines

WOMEN'S SERVICE GROUP

McCall's

"I Am A Doctor's Wife," No. 20 in "This Is How I Keep House" series by Elizabeth Sweeney Herbert—*McCall's*, May—this Oklahoma woman also manages 3 sons, 8 rooms and the erratic hours of her husband with the aid of such appliances as a refrigerator-freezer, dishwasher-garbage disposer, automatic clothes washer, ironer, cleaner and electric range. "Now French Frying Is Easy," by Anna Fisher—the new fryers bring crisp delicacies to every home without fuss or bother.

Woman's Home Companion

"Have Fun At Your Own Parties," by Bernice Strawn—*Companion*, May—features electric housewares as "on-the-spot" appliances that help keep the hostess with her guests. "How to Defrost A Freezer," by Martha Ferris—what to do with frozen food when defrosting, plus tips on how to keep the freezer in top condition.

Good Housekeeping

"The Roast and Your Freezer," by Jane Cornish—*Good Housekeeping*, May—how to freeze and package economical cuts of meat, thereby getting the most economical use out of a freezer. "A Little Care Goes a Long Way"—reminds that toasters, mixers and other electric housewares need a little care.

Ladies Home Journal

"The Straight And Narrow," by Gladys Taber—*Journal*, May—how to convert a long narrow kitchen into a miracle of assembly-line convenience.

Parents'

"Hot Water," by Maxine Livingston—*Parents'*, May—unlimited quantities of hot water are needed to run a house smoothly. "All Play Areas Are Visible From the Kitchen"—*Parents'*, April—shows the 6th Expandable Home kitchen.

Household

"Are You And Your Refrigerator Happy?" by Dahy B. Barnett—*Household*, April—proper procedure for using and taking care of 1951 refrigerators.

HOME SERVICE GROUP

Better Homes & Gardens

"Comfortable Televiewing In A Small Room," by Barker Childs—*Better Homes*, April—how the Walker Smiths arranged their set for comfort. "Easy Now, Let These Do Your Job," by Frances Madigan—*Better Homes*, May—a pictorial review of the newest time-saving features in 1951 equipment.

House & Garden

"This Compact Kitchen Can Serve 100 Guests"—*House & Garden*, April—4th of a series of kitchens with character. "What You Should Know About Power Mowers," by L. E. Childers; and "Your Power Mower Is The

Handy Man in Your Garden"—two lawn mower units. "Long Life for Rugs and Carpets"—featuring the vacuum cleaner.

House Beautiful

"How A Freezer Can Simplify Your Living," by Mary E. Wiley and Alexandra F. Meyers—*House Beautiful*, April—the freezer is revolutionizing life today.

"How to Make Your Own Private Breeze" and "Recipe for Winter Warmth and Cheer In Washington or Anywhere"—the attic fan and other window ventilating equipment is featured.

"Take It Easy, Lady," by Charlotte Conway—a review of some of the newer labor-savers.

FARM GROUP

Farm Journal

"Out of Sight," by Rosalie Riglin—*Farm Journal*, April—outlines the merits of a good closet which provides ample storage for cleaning equipment, including the vacuum cleaner and floor polisher.

Successful Farming

"Who Does The Work—You Or Your Vacuum Cleaner?" by Jo Mitchell—*Successful Farming* April—how to use cleaner attachments efficiently.

Progressive Farming

"Lighten Your Labors," by Oris Cantrell—*Progressive Farming*, April—Mrs. Glenn Wine, Rockingham County, Va., finds her work easier since she added a well-planned utility room where laundry work is streamlined.

HOME ECONOMICS GROUP

Forecast

"Washing Woolen Blankets," by Beatrice Mabry—*Forecast*, April—things to know and things to do in teaching this subject.

Practical Home Economics

"TV—A New World To Explore," by Emily C. Davis—*Practical Home Ec.*, March—"Streamlined Housecleaning," by Lois Cook—how to teach housecleaning. "Equipment and Foods Join Hands at Butler"—*Practical Home Ec.*, April—students at Butler learn about equipment by using it.

What's New in Home Economics

"Efficient Use of Refrigerators—A Present Day Must," "Orderly Storage of Properly Prepared Foods," and "Regular Care A Factor In Efficient Use"—three articles on refrigeration in the Household Equipment Section of *What's New*, April, edited by Amber C. Ludwig.

GROCERY CHAIN GROUP

Family Circle

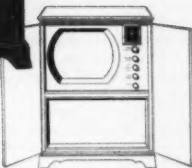
"I Waited 7 Years For My New Kitchen says Mrs. Smith," by Helen Morrison—*Family Circle*, April—describes a remodeled kitchen which is new and completely electric.

Du Monts

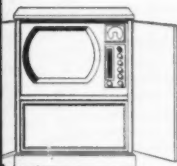
Do More for Dealers



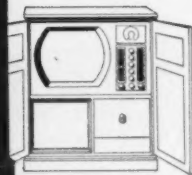
THE MT. VERNON,
by Du Mont,
with 19-inch, direct-view tube; FM radio;
plug-in for record player.
Cabinet of fine mahogany veneers.



THE WESTBURY SERIES II, by Du Mont,
with 19-inch, direct-view tube; FM radio; plug-in for
record player. Cabinet of fine mahogany veneers.



THE SHERBROOKE, by Du Mont,
with 19-inch, direct-view tube; built-in AM-FM radio;
3-speed automatic phonograph.
Cabinet of fine mahogany veneers or blond finish.



There is one name in every field that carries the acknowledged leadership and unchallenged prestige that mean greater profit opportunity for dealers. In television receivers that name is Du Mont.

Du Monts do more for dealers because of the widespread acceptance of the Du Mont name, the smart styling of all Du Mont receivers, and the wealth of extra-value features that make them easy to *demonstrate*...easy to *sell*.

The dependable, uninterrupted performance of Du Mont Telesets*, week after week, month in and month out, minimizes the problem of service. That's why Du Mont owners are satisfied owners. That's why Du Mont sales are all *profit* sales.

On every count, Du Monts do more for dealers... and that is why in 1951, more than ever before, a Du Mont Authorized Dealership is *television's* most coveted franchise.



DUMONT

first with the finest in Television

*Trade Mark



The One Minute

ATTRACTS SMART DEALERS NATIONALLY

HERE'S WHY: Only the beautiful new One Minute has the exclusive One Minute autotype, trouble-free gear for dependable performance week after week and year after year.

Lack of Service Means More Profit

In these times, it's good business to sell a washer that runs and runs and runs—a One Minute Washer. Profit-stealing service calls are avoided—business building customer satisfaction grows and grows. Satisfied customers are your bread and butter. Stock up on them. Write for liberal dealer proposition today.



GET A ONE MINUTE DEALER-SHIP NOW! There's a beautiful new 1951 One Minute in every price range. Each one with exclusive auto-type gear (with only five moving parts) each with sturdy, massive, wringer head assembly. Ruggedly braced, heavier constructed for more years of trouble-free operation. Investigate dealer proposition today.



One Minute

Washer Company

KELLOGG • IOWA

CRAWLS On Roller Bearings up and down steps.

Everybody likes this APPLIANCE TRUCK!

The ideal truck for every purpose! No lifting... no fatigue... carries a full load safely up and down stairs and crawls over obstructions. Your men will appreciate the Escort truck.

Ideal For Handling:

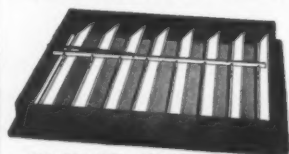
- Refrigerators
- Water Heaters
- Gas and Electric Ranges
- Music Machines
- Any appliance



Catalog on Request

Stevens Appliance Truck Co.
Old Savannah Road, P. O. Box 897
Augusta, Ga.

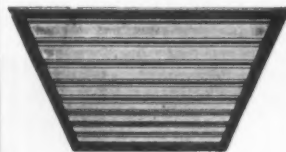
AIR-FLO AUTOMATIC CEILING SHUTTER



TOP VIEW—OPEN—LESS MOLDING

FOR ATTIC FANS

Built so they can be installed practically flush with the ceiling, AIR-FLO Ceiling shutters furnish a refined, finished appearance. Their natural aluminum color blends with any decoration, eliminating need for painting and no grille or winter cover is required. Furnished in 5 different widths, single panel up to 78" long. No operating mechanism shows. Built-in fusible link. Meets fire underwriters' requirements. Write for illustrated catalog 43A of the complete AIR-FLO line.



VIEW FROM BELOW—CLOSED (with molding)

AIR CONDITIONING PRODUCTS CO.

2340 West Lafayette Blvd.
Detroit 16, Michigan

EWRT Elects National Officers; N. Y. Group Holds Third Workshop

National board elects Julia Kiene in Chicago;
New York chapter discusses adequate wiring

CHICAGO MEETING

Julia Kiene, home service director, Westinghouse Electric Corp., was elected president of the national board of the Electrical Women's Round Table Inc., replacing Frances Armin, outgoing president, at a recent meeting of the EWRT national board held in Chicago during the recent E. E. I. spring meetings. Other officers elected to the national board were Mrs. Mariquita Dygert, Detroit Edison, vice-president; Edith Ramsay, *American Home*, secretary; and Mary Riedel, Proctor Electric Co., treasurer. Three new board members were also elected: Dorothy Howe, Nell G. Lordan, and Erna Fisher.

First Workshop. Several hundred women, representing 18 states and all segments of the industry, attended the first workshop of the Chicago chapter of the Round Table, March 30-31, the weekend preceding the E. E. I. convention meetings, at the Commonwealth Edison Company's assembly hall.

"Electrical Appliances for Today's Living" was the theme of the two-day session, and covered such subjects as better use of today's appliances, their care and repair; planned lighting and the role of the home economist in the appliance field.

Mrs. Ann Sutter, director home service, Duquesne Light Co., gave a lecture-demonstration on the versatility of such electric housewares as the electric roaster, mixer, blender and coffee maker.

Mary Webber, home lighting specialist, General Electric Co., Nela Park, Cleveland, in her talk "Lighting Recipes for Today's Living" emphasized the fact that proper lighting has not kept pace with the increased use of appliances in the home, and suggested a new lighting "recipe book" as a good tool for selling the

homemaker on the advantages of a light-conditioned home.

Other speakers on the program included such well-known Round Table Workshop personalities as Adelaide Fellows, director of home economics, Philco Corp., who demonstrated how a freezer can answer many of today's working wives' needs; Dr. Elaine Knowles Weaver, Ohio State University, who outlined the best blanket washing techniques in a talk on detergents entitled "Longer Life for Household Fabrics." Margaret Davidson, *Ladies Home Journal*, headed up a panel discussion on care of appliances, with Willie Mae Rogers, director of home economics, Admiral Corp., speaking for refrigerators; David C. Marble, manager range division, Hotpoint Inc., for ranges; and Helen Kendall, *Good Housekeeping*, covering laundry equipment.

Edith Ramsay, *American Home*, discussed the best means for reaching women with the printed word, and Julia Kiene outlined the home economist's role in the appliance picture.

NEW YORK MEETING

The need for Adequate Wiring and Lighting in the millions of new homes being built through the country was emphasized at the third session of the 1951 Workshop for Electric Living given by the New York Chapter of the EWRT at the General Electric Auditorium, March 28.

A panel discussion on the need for telling and retelling the Adequate Wiring story was headed by Frances Armin, National Adequate Wiring Bureau, with Harold C. Aubry, Home Planning Div., Staten Island Edison Co., representing utilities; Victor Civkin, architectural engineer, Home Bureau, General Electric Co., representing the manufacturer; and Lillian Eddy, home lighting specialist, General Electric Co., presenting the home lighting story.

"Creating consumer demand for adequate wiring," said Mr. Aubry, is an uphill job, since speculative builders are interested only in keeping costs down and in quick sale of the homes they build.

"These builders are willing enough to spend extra money on wrought iron balustrades, colored tiles and other 'window dressing' items because they have quick 'eye-appeal', and help sell a house, whereas good copper wiring is hidden from view in the floors and walls. They also operate on the philosophy that if a buyer wants adequate wiring badly enough he will put it in himself later. So, it is squarely up to us as an industry to see that the consuming public is educated to want adequate wiring in any house they buy."

"The trouble with electricity as represented by wiring," said Victor Civkin, "is that it has no sex appeal, therefore it lacks sales appeal in selling a house, whereas a beautifully appointed bathroom, an all-electric kitchen or a completely automatic laundry adds much to the sales appeal of any house. It is wise, therefore, for us to concentrate our efforts on sell-

(Continued on page 214)

Aid for Mart Visitors



AN ELECTRICAL GUIDE valued at \$5000 has been placed in operation in Chicago's Merchandise Mart to direct pedestrian traffic to showrooms in the 93-acre building. The original guide is located on the Mart's fifteenth floor but similar boards are contemplated for other floors.



MORT FARR, 69th Street,
Philadelphia, says:

"More of our customers
read Ladies' Home Journal than any
other magazine*. The appliance
advertising in the Journal and other
great magazines makes thousands of
customers for the brands we carry."

*Survey made by Mr. Farr in his store



Stock, promote, display, advertise these brands and make women come to YOU for Journal-featured products

Air-Way Sanitizer
Vacuum Cleaner
American Beauty Electric Iron
Arvin Automatic Electric Iron
Arvin Electric Housewares
Arvin Electric Cook
Caloric Gas Ranges
Club Coffeeware
Crane Bathroom Fixtures
Crosley Electric Range
Crosley Freezer
Deepfreeze Electric Range
Deepfreeze Home Freezers
Deepfreeze Refrigerators
DeVilbiss Vaporizers
Dexter Twin Tub
Doray Defroster
Easy Spindrier
Electresteam Vaporizer
Electresteam Vaporizer and
Bottle Warmer
Electresteam Vaporizer,
Portable Steam Radiator,
Electresteam Baby Bottle
Warmer and Electresteam
Baby Bottle Sterilizer
Evenflo Nursing Units
Farber Automatic Coffee Maker
Farberware Stainless Steel
Cooking Ware
Federal Enameled Ware

Firestone Home Appliances
Fletcher's Can-Well Canner
Fletcher's Can-Well Cold
Packing and Preserving
Fletcher's Roastwell
Roasting Pan
Frigidaire Automatic Washers
Frigidaire Electric Range
Frigidaire Refrigerators
General Air Conditioning
Cooking-Refrigeration
Combination
G-E Automatic Blankets
G-E Automatic Toaster
G-E Automatic Washers
G-E Iron
G-E Light Bulbs
G-E Refrigerator-Food Freezer
Combination
G-E Refrigerators
G-E Triple-Whip Mixer
Gibson Electric Range
Gibson Electric Ranges and
Refrigerators
Gibson's Refrigerators
Hamilton Beach Mixer
and Mixette
Hardwick Gas Ranges
Horton Automatic Washers
Hotpoint All-Electric Kitchen

Hotpoint Automatic
Clothes Dryer
Hotpoint Electric Ranges
Hotpoint Refrigerators
International Harvester
Refrigerators
Johnson's Waxes and Wax
Electric Polisher
KitchenAid Food Preparer
KitchenAid Mixer and
KitchenAid Electric
Coffee Mill
KitchenAids
K-M Pop-Up Toaster and
Waffle Baker
Kold Pak Portable Electric
Refrigerator
Lewyt Vacuum Cleaner
Magic Chef Gas Ranges
Maytag Washers and Gas Range
Met-L-Top Ironing Table
Mirro-Matic Electric Percolator
Mirror Aluminum Utensils
Motorola Clock Radio
Motorola Portable Radio
Motorola Radios
Motorola Television
Motorola Television-Radio-
Phonograph

Murray Gas and Electric
Ranges
Murray Kitchens
New Home Sewing Machines
Norge Gas Range
Perfection Electric Ranges
Pfaff Sewing Machines
Philco Refrigerator
Philco Refrigerator and
Electric Range
Philco Television
Philco Television and
Television-Radio-Phonograph
Presto Cookers
Presto Vapor-Steam Iron
Proctor Household Servants
Regina Twin-Brush Electric
Polisher and Scrubber
Revere Ware
Rid-Jid Ironing Tables
and Ladders
Servel Refrigerator
Sunbeam Coffeemaker
Sunbeam Ironmaster
Sunbeam Mixmaster
Sunbeam Toaster
Tappan Gas Ranges
Toastermaster Automatic
Electric Appliances

Toastermaster Pop-Up Toaster
Toastermaster "Toast'n Jam" Set
Toastermaster Waffle Service and
Hospitality Set
Universal Coffeemaker
Universal Stroke-Sav-r Iron
Verplex Lamps and Shades
Vornado Air Circulators
Wear-Ever Aluminum Cooking
Utensils
Wear-Ever Coffeemaker and
Wear-Ever Chicken Fryer
West Bend Electric Percolator
Westinghouse Clothes Dryer
Westinghouse "Commander"
Electric Range
Westinghouse Frost-Free
Refrigerators
Westinghouse Home Appliances
Westinghouse Laundromat
Westinghouse Refrigerators
Westinghouse Speed-Electric
Ranges
Whirlpool Automatic Washer
Whirlpool Automatic Washer
and Dryer
White Sewing Machine
Youngstown Kitchens
Zenith Radio-Phonograph
Zenith TV-Radio-Phonograph

Nearly half—47.2%—of 72,012 women shoppers interviewed in 642 retail stores of all kinds reported they read

LADIES' HOME

Journal

Largest newsstand sale of ANY magazine, weekly or monthly

ONE MAN ^{instead of two} DELIVERS APPLIANCES



WHEELS SWING FORWARD FOR LOADING... BACKWARD TO BALANCE LOAD

slides up and down stairs.
slides in or out of delivery trucks.
rolls under the load easily.

Deliveries are easy...less costly... safe... with an Easload Appliance Truck! EASY because the load is balanced over the wheels. LESS COSTLY because the Easload saves the expense of an extra man. SAFE because the appliance is strapped on, and cinched tight with a ratchet-type cincher. Rubber pads protect the appliance.

The Easload rolls under appliances on two small rubber wheels. Large wheels are equipped with roller bearings and 10x2.75 cushion tires; they lock in load balancing and loading positions; are released by pedal.

Save the cost of an extra man—order yours today... only **\$53.50**.
F.O.B. Los Angeles

COLSON EQUIPMENT & SUPPLY CO.
1317 Willow Street • Los Angeles, Calif.



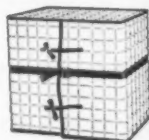
EASLOAD APPLIANCE TRUCK

WRITE TODAY FOR PRICES

NEW HAVEN QUILT & PAD CO.
PADDED TV COVERS
Eliminate Damages
FOR ALL SIZE TV SETS



For
Combinations
Consoles
Table Models



COMBINATION: 41" H, 44" W, 27" D
CONSOLE: 40" H, 31" W, 27" D
TABLE MODEL: 24" H, 25" W, 25" D

These waterproof covers completely cover all sets. Combination and console covers have a 2" web strap with adj. cadmium plated slide buckle, tie tapes at back. Table model has tie tapes at both sides.

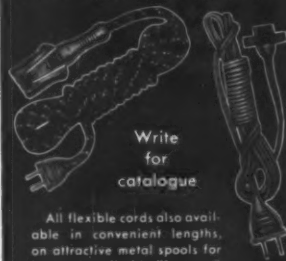
NEW HAVEN QUILT & PAD CO.
82-84 Franklin St., New Haven 11, Conn.

A WORD
TO THE WISE
IS

SUFFICIENT
CORNISH

CORDS and
CORD SETS

Featuring integral one-piece molded-on plugs, sure contact spring action blades, and U-L approved cords. Units like these are specified by foremost appliance manufacturers. Their over-all **QUALITY** spells **SATISFACTION** to your customers.



Write
for
catalogue

All flexible cords also available in convenient lengths, on attractive metal spools for fast and profitable "footage" business.

CORNISH WIRE COMPANY, INC.
50 Church Street, New York 7, N. Y.

Electrical Women's Round Table

CONTINUED FROM PAGE 212

ing the consumer on the advantages of good automatic kitchen and laundry appliances. That way the builder will be forced to supply adequate wiring."

Lillian Eddy discussed the improvements that are taking place in lighting fixtures and lamps for the home, and Myrtle Fahsnyder, Westinghouse Electric Corp., told of the many good reference books now available on the subject of home lighting.

New York Municipal Court Judge Maurice Wahl outlined "The Legal Viewpoint on Leases Restricting Installation of Appliances in New York," with special emphasis on installations of washers, dishwashers, TV antennas and window air conditioners.

"A popular clause in most leases," says Judge Wahl, "states that no alteration, decoration or addition be made without the landlord's consent. And this holds true even where the clause is not carried in the lease—the restrictions are implied."

"The \$9,000 to \$12,000 homes being turned out by the thousands across the country today literally have not a single corner or cranny where another appliance could be added," said Elinor Hillyer, assistant executive editor, *Woman's Home Companion*. "Outside the basic refrigerator, range and sink, there's not an inch of space where a washer, dryer or ironer can be put," she added. This situation, according to Miss Hillyer, makes it difficult for us to educate the public to the advantages of labor-saving appliances—how can a woman be seriously interested in purchasing labor-saving appliances if she has no place to put them. "So, our educational job is on three levels," said Miss Hillyer. "We must not only educate the consumer, we must also educate the architect and the builder."

Speaking for the builder, Cy Williams, Long Island builder and developer, in a talk entitled "What the Builders Will Provide in Appliances Today and Tomorrow" voiced the opinion that appliance manufacturers do not have the builder's point of view. "More simplification and standardization of design in appliances is necessary from the builder's point of view." In this respect, Mr. Williams is of the opinion that appliance manufacturers and prefabricators have not measured up to their promises for postwar equipment.

"The builder will give the public what it wants," Mr. Williams continued. "The time is coming quickly when kitchens and laundries will have as basic equipment automatic dryers and ironers as well as automatic washers, ranges and refrigerators. These appliances will be found in even the cheapest houses, and these houses will also be adequately wired to care for the equipment and for additional equipment to be added at a later time. Higher priced houses will also have dishwashers, garbage disposers and some of them will even have air conditioning," Mr. Williams predicted.

Air Conditioning. Roy Lansing, sales promotion manager, Carrier Corp., Syracuse N. Y., presented a Carrier film entitled "Service Unseen" showing the growth and development of air conditioning in business and industry. Today air-conditioning is entering a period of growth which may exceed the recent experience of television, Mr. Lansing predicted.

IT PAYS... TO HANDLE THE VALUE PACKED ACME LINE

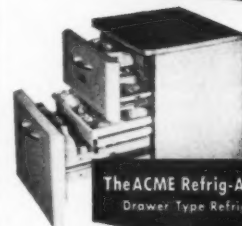
Let Acme, America's largest builders of space-saving refrigerators and refrigerator-range combinations, put new punch in your sales! Get greater volume—faster turn-over because these numbers are value-packed... give your customers more for their money. Built for long service, powered with famous Tecumseh units, and covered with a 5-year Warranty.



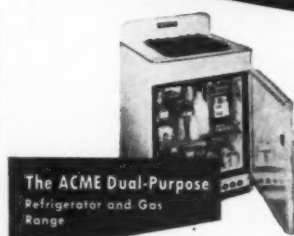
The ACME "Spa-Saver"
Model S. P. Fifty



The ACME Dual-Purpose
Refrigerator and Electric
Range



The ACME Refrig-A-Draw
Drawer Type Refrigerator



The ACME Dual-Purpose
Refrigerator and Gas
Range

ACME means a-c-t-i-o-n on the selling floor because customers go for the styling, features, convenience and all-around value of these refrigerators and refrigerator-range combinations.

Some exclusive territories still open.
WRITE FOR DETAILS

ACME
NATIONAL REFRIGERATION
CO., INC.
29-24 40th Av. Long Island City N.Y.

Youngstown Kitchens

AUTOMATIC DISHWASHER

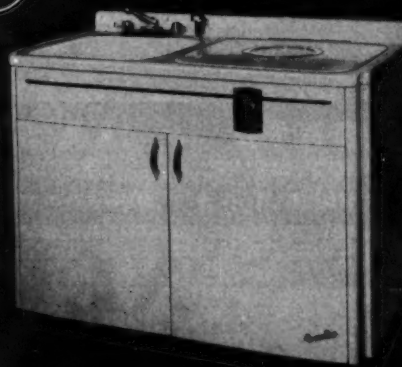
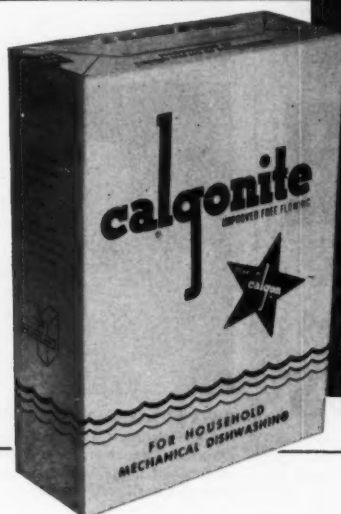
PROVIDES EVERY NEW CUSTOMER WITH A SAMPLE OF

calgonite®

A FEATHER IN THE CAP OF YOUNGSTOWN KITCHENS, MAKERS OF THE YOUNGSTOWN KITCHENS AUTOMATIC DISHWASHER!

— for producing a fine dishwasher — the result of careful study of mechanical dishwashing problems and their final solution.

The makers of CALGONITE are happy to have worked with Youngstown Kitchens' engineers during production stages, and also to have developed the original top-quality washing compound for exclusive use in dishwashing machines . . . it's CALGONITE—the perfect washing compound for mechanical dishwashers.



Knowing that future sales hinge on present successes, the makers of Youngstown Kitchens Dishwashers make doubly sure that their machine works the way it should. They—as well as other leading makers—enclose a sample package of CALGONITE in every dish washer sold.

CALGONITE—made exclusively for dishwashing machines—is a full-strength compound that removes every trace of grease and soil, leaves dishes sparkling, without streaks or spots.

PROFIT MORE WITH CALGONITE!

Every purchaser of a dishwashing machine is a prospect for CALGONITE. Here's a ready-made market for you!

STOCK CALGONITE!

LET YOUR CUSTOMERS

KNOW YOU HANDLE CALGONITE!

DISPLAY CALGONITE!

GIVE CALGONITE

GOOD SHELF SPACE!

CUT YOURSELF A SLICE OF THE BIG MARKET!

Write for more CALGONITE information. CALGONITE, you know, contains world-famous CALGON®—the water conditioner that eliminates scum and soap film in wash water.

CALGON, INC.

Hagon Building

Pittsburgh 30, Pa.

NOW!

Automatic . . .
Economical

**RADIANT
Wall-Insert
HEETAIRES**

★ BUILT-IN
THERMOSTAT or
MANUAL Control

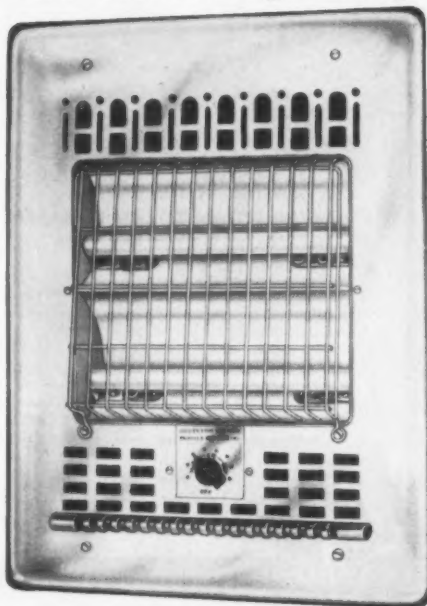
Set It . . . and Forget It!

NOW . . . Automatic Thermostatic Control has been added to this low cost series of Wall-Insert Heetaires. Just set the thermostatic control dial at the temperature you want — the Heetaire will automatically produce and maintain any desired temperature between 40° and 80° F. It is economical — the built-in thermostat automatically turns the Heetaire on and off as needed — not using unneeded electrical current.

It is small and compact—Simply and Easily Installed! 1500 Watts . . . also available in 1000 and 1250 Watts . . . 120 or 240 Volts . . . ONLY 17½" high x 12½" wide!

WRITE for all the details—and the name of our nearest HEETAIRE representative.

Low Cost . . . High Wattage



Built-In HEETAIRE MODEL 248TE

Tested and listed under re-examination service by Underwriters' Laboratories, Inc.



MARKEL • LA SALLE
ELECTRIC PRODUCTS, INC. PRODUCTS INC.
145 SENECA ST. • BUFFALO 3, N. Y.



NEW!
Slingabouts
FOR 1951

Send for individual catalogs on Slingabouts for 1951 models of the major appliance lines you sell.

On coupon, be sure you specify makes of appliances

WEBB MANUFACTURING CO., 2918 N. 4th St., Phila. 33, Pa.

Please send Slingabout folders on (makes):

NAME _____
STORE _____
ADDRESS _____
CITY _____ STATE _____

MODELS

KELVINATOR
CROSLEY
COOLERATOR
PHILCO
SERVEL
HOTPOINT
BENDIX
ADMIRAL
FRIGIDAIRE
LEONARD
COCA-COLA
NORGE
WESTINGHOUSE
MAYTAG
DEEPFREEZE
HAMILTON
GIBSON
A B C
GENERAL ELECTRIC

Top Parts Salesman Wins Convertible



WALTER NARUCKI, sales clerk in the parts department of Strong, Carlisle & Hammond, Cleveland, takes delivery on a Studebaker convertible, his prize for being the top salesman of Philco parts and accessories in the country. At left is Robert Trathen of Philco; Robert Digges, eastern division manager of Philco, is at right.

Discuss Promotion Plans



DISTRIBUTOR AND MANUFACTURER take time out to discuss plans for the nation-wide May 1 promotion staged by Horton Mfg. Co. Center is L. F. Koranda, sales manager of Horton. With him are Norman Weber (left) sales manager of major appliances and Lou Swenson, general manager, of the Ray Thomas Co., Los Angeles.

Midget's Dream Kitchen



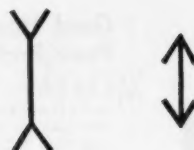
A UNIVERSAL Select-A-Range placed at the right height for a midget is one of the features of a \$25,000 house completed recently in Austin, Texas for Mr. and Mrs. J. F. Clifton and Mr. and Mrs. Clarence Swenson, well-known midgets. On the outside the house looks like any other but inside it contains a number of special fittings for the midgets.

Happy New Year



THE MAYOR of New York's Chinatown, Shavey Lee, sends greetings to the people of China during Chinese New Year festivities. Speech was recorded on a Webster-Chicago wire recorder for transmission to China. "This wire recording," said Mayor Lee, "represents our complete repudiation of Communist China and its aggressions."

Looks are deceiving-



In the above puzzler both of the perpendicular lines are the same length—in deep fryers, don't be fooled by outer appearance.



DULANE
Original
Fryryte

AUTOMATIC ELECTRIC DEEP FRYER

has the **LARGEST** cooking capacity of any domestic deep fryer regardless of exterior appearance



SELL THESE EXCLUSIVE FEATURES OF

Original Fryryte

- Fryryte heats faster—recovers heat loss quicker. Cooks more food in less time and at lower cost.
- Fryryte is the lightest—only 6½ pounds. Weighs less when filled with 4 pounds of shortening or oil than others when empty.
- Tru-balance design and special pouring lips for ease of handling and pouring for cleaning.
- Fryryte has no drain spout which may clog or leak hot oils.
- Engineered heat transfer and thermostatic control assure constant temperatures for best results. Does not overheat cooking compounds or char foods.
- Only Fryryte offers steak tray and pop corn basket accessories.
- The Fryryte cook book included with each unit is the finest Kitchen tested and proven recipe book devoted exclusively to deep-fried foods in Fryryte.

DULANE Inc.

8550 W. GRAND AVE., RIVER GROVE, ILL.

Manufactured and Sold in Canada by
Regers Majestic Corporation, Ltd.,
Toronto, Ontario

For Really Large Families

The Model F-3 Fryryte permits cooking double quantities or two different foods at the same time. This giant size domestic deep fryer operates with 12 to 14 pints of oil or 12 to 14 pounds of shortening. The twin baskets are standard equipment and a steak tray for greater convenience in cooking meats, fish, oysters, clams, fillets, hamburgers, etc., is available as an accessory. Also available is a tailor-made vinyl plastic cover to keep the unit and oils clean and dust-free when not in use. The F-3A Fryryte is rated at 1650 watts, 15 amp, 110-120 A.C. Model F-3B, 2200 watts, 20 amp, 110-120 A.C. and Model F-3D, 3200 watts, 14 amp, 220-240 A.C.

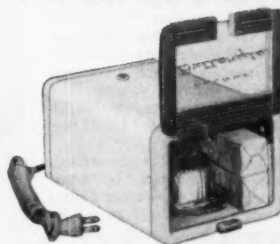


A NEW SALES SENSATION BY DULANE

Butterryte

ELECTRIC BUTTER CONDITIONER

The thermostatically controlled Butterryte keeps butter at any desired consistency. Ends the aggravation of hard butter for spreading on bread, waffles, etc. Assures the proper consistency for baking or table use. Butter stays fresh in Butterryte—can not pick up flavors of other foods in box or become rancid. Holds one full pound of butter in dish or ¼ pound dish plus two additional quarter sections. One and one half pounds may be inserted if no dishes are used.



FITS ANY REFRIGERATOR

Makes any type of refrigerator a deluxe model. May be used in electric or gas refrigerators. Can be set on or suspended from any shelf.

AT LOWER COST!

★ REGISTERS CASH SALES
★ KEEPS RECORDS STRAIGHT



\$177⁵⁰*

Smith-Corona CASHIER

THIS COMPLETE Cash Register plus Adding Machine in one compact unit gives you full business machine service. Special keyboard can be selected to fit the needs of your own business ... record and classify each transaction exactly.

The Adding Machine unit can be used as an extra convenience in accounting and bookkeeping. For complete information see your Smith-Corona dealer or mail coupon.

* Price for all states permitting Fair Trade Laws. Subject to change. No Federal Excise Tax.



**SMITH-CORONA
ADDING MACHINE**
Easy to operate.
Trouble-free.
Advanced features.
Low cost.

MAIL COUPON TODAY

L. C. SMITH & CORONA TYPEWRITERS INC.
109 ALMOND STREET SYRACUSE 1 N. Y.

Gentlemen: Send detailed literature on

☐ Adding Machine ☐ Cashier

Name _____

Address _____

City _____ Zone _____ State _____

Good Housekeeping Panel Prefers 16-inch TV

Half of the members of the 1950 Good Housekeeping consumer panel who plan on buying a television set sometime in the future prefer a 16-inch screen, almost 48 percent of those who are planning on buying a radio-TV set want FM sound, and style preference is split evenly between modern, period and conventional types.

Those are among the findings of a panel report on radios, TV, phonographs, records and pianos recently issued. According to the report, 1862 of the 1880 respondents owned one or more radios and 363 owned one or more television sets. Of the 1519 persons who did not own a set, 4.9 percent said they planned to buy within a few months, 24.9 percent within a year or two and 35.9 percent said they would "wait a little longer." Of those not planning to buy within a few months, 26.2 said they could not afford a set. In addition, panel members listed a number of improvements they were waiting for before they would buy. Over a third of those who had some plans on buying a set said they preferred a three-way combination, with 31.7 percent specifying television only. The 19 and 12-inch picture sizes were tied for second place behind the 16-inch size. Almost 60 percent wanted a console model. Mahogany was specified by 40.2 percent, walnut by 30.7 and blonde by 15 percent. Somewhat over a third of the respondents planned to pay between \$200 and \$300 for the set and only 6.4 percent said they would pay over \$400.

Men apparently play a dominant role in purchasing television. In response to the question "Originally, who was it in your family that most wanted a television set?", 62 percent replied it was the man, 30.9 said a child and only 16 percent said a woman. In purchasing a set, men decided on the brand and model in 58.7 percent of the cases and women in 16.2 percent. Both made the decision in 23.4 percent of the purchases.

Other sections of the report cover brand preference and consumer reasons for holding such preference.

Low, Middle Wage Groups Buy Most Automatics

Approximately 80 percent of automatic washers sold in 1950 were purchased by families in low and middle income groups, a recent survey by Hotpoint, Inc., indicates. With results based on the returns from 1,257 customers, the Hotpoint data shows that about 50 percent of the automatics were sold to families valuing their homes at \$10,000 or less; the \$10,000 to \$15,000 group accounted for 30 percent of sales.

According to Lloyd I. Sweetland, Hotpoint staff assistant on home laundry appliances, the washer figures indicate the growing degree of acceptance given the automatic washer. By contrast, he pointed out that despite increased dryer sales last year, 60 percent of such sales were made to families in the upper income brackets.

Other figures in the survey indicate that 62 percent of the purchasers of automatics previously owned a me-

chanical washer—72 percent of which were wringer types. The average age of the replaced washer was 10 years. Since washers have a life expectancy of about 15 years, Sweetland pointed out that consumers are apparently replacing their machines because they want automatic operation.

Automatics made their strongest showing in metropolitan areas, with 46 percent of sales being made in cities over 50,000 population and only eight percent going to cities under 2,500. Farm sales accounted for only four percent of the total.

Sees Credit Curbs Having Less Effect on Farmers

Credit curbs under Regulation W will restrict farm trade much less than non-farm buyers according to Victor Hawkins, director of research for *Capper's Farmer*. He pointed to the 1950 survey of consumer finances of the Federal Reserve Board which indicated that 66 percent of farm buyers paid full cash for durable goods (other than automobiles) compared with only 47 percent of purchasers in metropolitan areas. In other cities of 50,000 or more population, only 38 percent paid cash.

Honored for Civic Role

Newton B. Smith, appliance dealer in New Brunswick, N. J., is a retailer who does not take lightly his obligation to the community.

For three years Smith has waged a one-man campaign to help New Brunswick's Community Chest meet its quota. The campaign took the form of a full page newspaper ad listing the names of residents who were joining with Smith—who identified himself in the ad as the "Old Timer"—in filling the Fund's quota.

Smith's efforts have not gone unnoticed by the community. Community Chest officials this year presented him with an honor award for his public service.



EXCLUSIVE!
General Mills
Automatic Toaster
pops toast
extra high ...
even small sized
breads are easy
to remove!

Appliance Woodsman



FRED RUDOLPH, owner of Electrical City, Grand Rapids, Mich., models a coon-skin cap given him by radio station WOOD after he signed an advertising schedule with the station. The station also gave him a scroll recognizing him as a true "woodsman."



One thing
about electricity
ANY woman
can understand!



What goes on inside a piece of electrical equipment may be a dark mystery to the average woman. But she's definite about what she wants from it in the way of performance.

Before any electrical appliance can be advertised in GOOD HOUSEKEEPING or earn the Guaranty Seal, it must demonstrate its ability to perform satisfactorily. Millions of women know this and make the Seal their guide to buying.

You're speaking the consumer's own language when you feature merchandise with the Guaranty Seal. It builds confidence, speeds sales, insures satisfaction.



How a Refrigerator Earns the Seal. In the laboratories of Good Housekeeping Institute, engineers check design and construction for serviceability, determine if refrigerator uses power economically while maintaining proper storage and freezing temperatures. This is typical of the way electrical appliances are constantly being investigated by GOOD HOUSEKEEPING, to safeguard the integrity of the Guaranty Seal.



Women know — the product
that has it, earns it

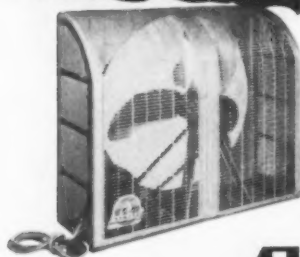
GOOD HOUSEKEEPING *sells goods*

35¢
per
copy

THE HOMEMAKERS' BUREAU OF STANDARDS
57TH STREET AT 8TH AVENUE, NEW YORK 19, N. Y.

9,971,000
readership

Extra Profits EASY AS 1-2-3 WITH Viking WINDOW FANS



1 A BIG fan... big enough to cool an entire home or apartment of average size—moves 3100 cubic feet per minute. Single or 2-speed models. Competitively priced but with an extra long margin of profit.



2 Viking Window Fan Display... shows customers how Viking home cooling works. A demonstrator that really sells fans. Hundreds of displays sold for \$8.00, but you can get one free... see below.



3 Unique Viking VADNIT, redeemable for \$3 towards liberal local co-op advertising. You get one Viking ADvertising uNIT for each fan you buy.

ONE DISPLAY FREE for just 3 Vadnits. Write for complete Viking deal and name of nearest jobber.

Viking

AIR CONDITIONING CORP.

5601 Walworth Cleveland 2, Ohio

Send me facts about the longer margin for extra profit on Viking Window Fans.

Name _____

Company _____

Street _____

City _____ Zone _____ State _____



REMOTE BROADCASTS of a 3½-hour disk jockey show from various Portland, Ore., dealers' windows, are making sales for Webster-Chicago.

Store Window Broadcast Builds Traffic, Sales

Curiosity helps make bi-weekly cooperative radio show a success for Portland, Ore., dealers

PEOPLE in towns and smaller cities don't often get a chance to see a radio broadcast. Several Portland, Ore., dealers have found that by giving them that chance, they have been able to increase their sales substantially. Every other Friday a three-and-a-half-hour show goes on in the display window of the Portland dealer who is sponsoring the program that week. United Radio Supply, Inc., Portland distributor for Webster-Chicago, acts as co-sponsor each time, and the show features Webster-Chicago products.

Frank Cooley, the disk jockey who conducts the show, sits at a table in the window. He plays records, interviews people selected from the audience as well as store personnel, and comments

on Webster-Chicago record changers. For one special broadcast, United Radio Supply arranged to take the entire show to Salem, Ore., 50 miles south of Portland, and have it transmitted by both KWJJ in Portland and KOCO in Salem. Guests included the mayors of both Salem and Portland, the pianist Alec Templeton, a member of the Oregon legislature and Rollie Truitt, popular sports announcer of the area.

Every dealer who has sponsored the show once has requested another shot at it, and many have suggested that it be put on every week. But Pat Reid, sales manager of United, is convinced the show's effectiveness is based on its curiosity value, which he fears a weekly show would kill. *End*



HERE IT IS!



THE NEW MODERN
Automatic Electric
WATER SOFTENER

- Flick a switch—for complete, automatic regeneration.
- Sealed electric power unit—eliminates field service and adjustment.
- High capacity—210,000 to 420,000 grains weekly if desired.
- Fully guaranteed—10 year warranty.
- Triple-acting: softens—removes iron—filters sediment.
- Easily installed—plugs into any 110-115v A.C. outlet.
- Remote control optional at slight extra cost.

WRITE FOR DETAILS AND PRICES

MODERN

WATER EQUIPMENT COMPANY, WEST CHICAGO, ILLINOIS
WATER SOFTENERS • FILTERS • WATER HEATERS

put BACK ISSUES to work

Whatever you do with this magazine after you've clipped pertinent articles or advertisements, please don't destroy it.

HERE'S WHY:

Churches, Boy Scouts, civic and veterans organizations will welcome all the waste-paper you have. They can get a good price for it. Increase their funds.

And, you can make a direct contribution to American mobilization by saving paper of all types—whether in magazine form or not. Since the Korean War began, there's been a great increase in the demand for products manufactured from wastepaper.

Save it for your favorite organization. Chances are they have scheduled pick-ups.



Member of N.E.M.A.
Electric Housewares Section.

Today is the Day!



Yes, today is a "gift day" for someone among your customers . . . a birthday, an anniversary, some occasion that calls for a remembrance. Did you cash in on this sales opportunity?

Naturally, you can't get all the "gift day" sales, but you'll find you can materially step up your percentage if you set up a permanent, electric-housewares "gift day" display or department. And what could head it up better than *KitchenAid*, "the finest made" food preparer? It's the gift that speaks for itself . . . says better than words exactly the thought to be expressed.

Demonstrate *KitchenAid*! Show them how exclusive Hobart round-the-bowl mixing assures most thorough, efficient *natural* blending, whipping and beating action. Single,

offset beater travels around the stationary bowl . . . it turns instead of the bowl. Show them how easy it is to operate a *KitchenAid* with the convenient mixing guide located "up front" . . . the *working* end of the mixer. Show them how *KitchenAid* has the *plus* power to operate any attachment without need for expensive power boosters. And, demonstrate how really time and labor saving *KitchenAid* attachments can be. Attachments offer a ready-made guide to repeat business for future gift occasions.

For any "gift day," *KitchenAid* not only offers you more profit per sale . . . it pays off in completely satisfied customers. For more year-round sales, suggest *KitchenAid*, the "finest made" food preparer. *KitchenAid* Electric Housewares Division of The Hobart Manufacturing Co., Dept. KE, Troy, Ohio.

A Feature Gift,
the *KitchenAid* Electric Coffee Mill
combines economy and usefulness
for coffee lovers. An ideal and different gift
for today's needs.



KitchenAid

The Finest Made



World's Largest Manufacturer of Food and Kitchen Machines

MERCHANDISING

SUPPLEMENT

Products, Services — For More Sales, For More Profits

UNDISPLAYED RATE:

\$2.00 per line per insertion. Minimum charge \$5.00. (First line in small black face type.)
Fractions of a line count as line. Discount of 10% if full payment is made in advance for 4 consecutive insertions of undisplayed ads.

DISPLAYED RATE:

\$17.30 per inch per insertion. Contract rate on request. (An advertising inch is measured vertically $\frac{1}{8}$ " on one column. There are 4 columns—48 inches to a page.)



CUT delivery time, SAVE unnecessary damage and work with the YEATS APPLIANCE DOLLY

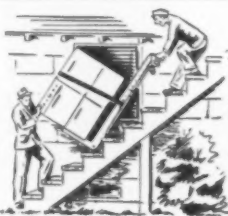
Second story delivery problems are ended when you use the dolly with the caterpillar STEP GLIDE. This unique feature eases the largest appliances over stair edges without any marring. Aluminum alloy frame, 56" tall, has smooth runners on back for easy off-on truck loading, curved cross members in front for round appliances and is padded with felt. 14" web strap fastens appliances tight with the patented (30 second action) strap ratchet—a Yeats exclusive. Write for full information.

Yeats Appliance Dolly Sales Co.

2124 N. 12th St.
MILWAUKEE 5, WIS.



Keen's Model EHC Stairway Endless Belt Mover. New and convenient in moving appliances to homes safely, quickly and without marring floors, woodwork or enamel surfaces. That's what you get in the new Model EHC Adjustable Hand Truck. Folding handle on the one plate aids loading appliance onto delivery truck's 2" swivel casters and 2 1/2" wheels which permits use as a 4 wheel dolly. Leverage buckle can be tightened quickly in dolly position. Endless belt tread will span any stair riser. Light in weight and strong. Made of magnesium, curved and up-right members rubber padded. Weight 35 lbs. Write for catalog.



KEEN MFG. CO.

505 Dogwood, Harlingen, Texas

Modern Appliance Displays Need LIGHTED MOTION!

The Action Display-Way To Boost Your Sales!

KASSON Roto-Sho
ELECTRIC TURNABLES

THE OLDEST NAME in turntables assures you profitable, trouble-free operation. Used by merchants nationwide for unusual action displays. Model 712 ROTO-SHO illustrated, revolves 3 times a minute, permits novel, self-contained lighting effects as well as operation of electrical devices. Table 18" diameter. A.C. only. Sturdy steel construction. Guaranteed. Write today for complete turntable catalog including build-up features!



- Carries up to 200 lbs
- Lights turn with table

GENERAL DIE AND STAMPING CO.
Integrity Since 1919
Dept. 65, 267 Mott St., New York 12, N. Y.

LOVELL WRINGER ROLLS
Factory Machined Rolls Save Time
WASHER AND IRONER PARTS
IRONER PADS AND COVER
ALL SIZES FOR ALL MAKES
OHIO WASHER COMPANY
1223 Superior Ave. Cleveland 14, Ohio



MEND-IT-SLEEVE

Permanently repairs broken coils in electric appliances and industrial equipment. Repairs appliance cords, auto and truck ignition wires, and all similar uses. Made in 5 sizes.
Time-Tested-Successful-Economical
Write for Catalog
MEND-IT-SLEEVE MFG. CO.
136 Bonita Ave., Piedmont 22, Calif.

ELECTRIC RANGE PARTS

UNITS — SWITCHES
ASBESTOS COVERED WIRE
RESISTANCE COILS

Standard Electric Stove & Mfg. Co.
831 W. Central Avenue Toledo, Ohio

ARMATURES REWOUND \$235 and up

FOR: Vacuum cleaners, electric tools, business machines, polishers, sanders, grinders, and all small appliances.

VACUUM CLEANER PARTS

Best grade belts, bags, hose and other vacuum cleaner parts.
Send for armature and parts price lists free.

PENN APPLIANCE DISTRIBUTORS

126 S. 2nd St. Harrisburg, Pa.

FREE Our 462-page FREE

Catalog of Washing Machine & Vacuum Cleaner Parts. Save money by ordering all your supplies from one dependable source.

Quality, Service, Low Prices

MIDWEST APPLIANCE PARTS CO.
3643-51 W. Fullerton Ave. Chicago 47, Illinois

HAND TRUCKS for Safe & Easy

handling of RANGES, REFRIGERATORS, DEEP FREEZE AND AIR CONDITIONING UNITS, RADIO & TELEVISION
SELF-LIFTING PIANO TRUCK CO.
FINDLAY, OHIO

WESTWARD
WASHING MACHINE CO.
Manufacturers of Parts
7409 St Aubin Detroit 13, Mich.

SPECIALTY

Vacuum Cleaner Repairs.

Prompt, efficient service guaranteed. Low prices on rebuilt cleaners. Parts. United.
2051 Boston Rd., Bx., N. Y. Da 3-8984.

IF IT'S here...

IT'S news...

IT'S WORTH STOPPING TO SEE!

Maybe Industry doesn't maintain show windows on Fifth Avenue or State Street or Wilshire Boulevard like America's great department stores. But your industry has a mighty effective show window... and this is it... this magazine. In these advertising pages alert manufacturers show their wares. Here you will find up-to-the-minute news about products and services designed to help you do your job better, quicker, and cheaper. To be well-informed about the latest developments in your business, your industry... and to stay well-informed... read all the ads too.



F-128



McGRAW-HILL PUBLICATIONS

SEARCHLIGHT SECTION

(Classified Advertising)

SELLING
EMPLOYMENT

"OPPORTUNITIES"

MERCHANDISE
BUSINESS

RATES:

UNDISPLAYED
\$1.50 a line, minimum 3 lines. To figure advance payment, count 2 average words as a line.
INDIVIDUAL EMPLOYMENT WANTED undisplayed advertising rate is one-half of undisplayed rate, payable in advance.
BOX NUMBERS—Count as 1 line.
DISCOUNT of 10% if full payment is made in advance for 4 consecutive insertions.

DISPLAYED INDIVIDUAL SPACES with border rules for prominent display of advertisements. The advertising rate is \$10.25 per inch for all advertising appearing on other than a contract basis. Contract rates quoted on request.
AN ADVERTISING INCH is measured $\frac{1}{8}$ " vertically on a column—4 columns—48 inches to a page. COPY FOR NEW ADVERTISEMENTS RECEIVED BY MAY 11th WILL APPEAR IN THE JUNE ISSUE, SUBJECT TO SPACE LIMITATIONS.

FIVE-FIGURE SALES MANAGER WANTED

Old-established major appliance manufacturer, selling nationally through distributors and dealers with many-million volume, seeks hard-hitting executive to replace retiring sales manager. Must have proven competitive record in appliance sales and merchandising and be capable of directing large sales staff. Prefer man in early forties whose present connection, while pleasant, offers no further challenge. Send complete resume of experience and photo in first letter. Interviews will be arranged for qualified personnel. All replies will be held in the strictest confidence.

P-9376, Electrical Merchandising
68 Post Street, San Francisco, Calif.

BUSINESS OPPORTUNITY

Appliances-Bottled Gas—

Western N. Y. Sales \$14,000 mo.; complete appliances; 225 bottle gas customers; 4 trucks; large store-warehouse; \$30,000 stock; service dept.; price reasonable. Apple Co., Brokers, Cleveland, O.

FOR SALE

Immediate Delivery—

Attractive Low Prices—on famous make oil space heaters, 47,500 BTU output, featuring radiant-flame high-low vaporizing burners, steel flame-contoured heat exchangers, silent centrifugal fans (optional), draft stabilizers, pan humidifiers, handsome styling, shipped completely assembled. Write today! FS-9465, Electrical Merchandising.

REPLIES (Box No.): Address to office nearest you
NEW YORK: 530 W. 42nd St. (18)
CHICAGO: 530 N. Michigan Ave. (11)
SAN FRANCISCO: 68 Post St. (4)

SELLING OPPORTUNITY OFFERED

MANUFACTURERS AGENT desired to handle complete line of home freezers in Illinois, Indiana, Missouri and Iowa. Must have established outlets for companion products. RW-9576, Electrical Merchandising.

POSITION WANTED

SALES MANAGEMENT — Formerly connected nationally known electric water heater manufacturer in East desire representation reliable manufacturer eastern United States. PW-9525, Electrical Merchandising.

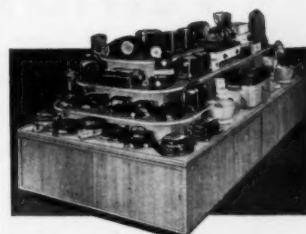
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FLEXO-STEP

Modern . . . Popular
Store Fixture



Displays Any Size Or
Shape Appliance

Add Sales Co. is making an amazing offer on a new store fixture with individual removable steps. FLEXO-STEP displays all types of merchandise in the "Buying Range" where it is easy to see . . . easy to handle and easy to buy. Dealers who have been testing FLEXO-STEP find a big increase in self-service and impulse buying. Selling costs drop. Profits rise. FLEXO-STEP fixtures are built of strong veneer and have handy storage space. You are invited to write for Free illustrated folder.

ADD SALES CO.

714 Commercial, Manitowoc, Wisconsin

DEALERS WANTED

For the Sensational New 1951
Streamlined, Electric

HEALTH-WAY

Vegetable
and
Fruit Juice
Extractor

FEATURING

- Exclusive revolutionary cone shaped cutter made of nickel silver (faster operation)
- Cushion-quiet ball bearing motor (needs no oiling)
- Patent pulp leveler (eliminates vibration)
- Fast-action strainer (heavy chrome plate)
- More sparkling juice (1 pint in 2 minutes)
- Clean-easy detachable bowl (chip-resistant plastic coating)
- New simplification cover fastener (just flip to open)
- Only one moving part

AC 105-115 VOLTS

\$64.50

Retail Price

Generous Mark-Up For Retailers

Shipping Weight Approx. 18 lbs.

F.O.B. Los Angeles

(Dealers and jobbers write for discounts)

Fully Guaranteed by Manufacturer

MARS MANUFACTURING CO.

Div. . . . 8334 Wilshire Boulevard

Beverly Hills, California

Member Los Angeles Chamber of Commerce

Giving is a Business

ONCE again the industry is embarking on a national campaign to stimulate the promotion and sale of electric housewares. The majority of our readers will remember that last year's drive got off to a good start, highlighted by the Electric Housewares Week in April. Sponsored by the Electric Housewares Section of the National Electrical Manufacturers Association, the campaign was designed to bring into proper focus for both the trade and the public the impressive quality and quantity of small appliances available. Some 500 million dollars worth had been sold in 1949 and, primarily due to the efforts of the trade, an additional 100 million dollars worth passed across retail counters in 1950. The avowed goal of the industry, presuming there will be no serious shortages in supply, is to raise this volume to something near the billion dollar mark in 1951.

THE campaign for 1951 is a natural from a year-round sales viewpoint. As Gordon Ritter, Chairman of the NEMA Electric Housewares Section, points out in the opening article in this issue, 60 percent of a normal year's volume customarily falls in the so-called "peak" months from July to Christmas. The drive this year is designed to make the other months of the year just as significant saleswise. The theme of the campaign "Go Electric Housewares—First Choice for Every Gift Occasion" is shrewdly designed to capitalize on the enormous potential of the gift market, conservatively estimated to approximate about three billion dollars yearly. In fact, figures appearing elsewhere in this issue, comprising the candy, jewelry, flowers, cosmetics, china, glassware and other such typical gift merchandise, is estimated at over 4½ billion dollars. This does not include some 275 million dollars which at present is estimated as the take of the electric housewares business in the gift trade. It is obvious, therefore, that a strong continuing emphasis on electric

housewares as the ideal solution to the public's passion for giving things away might easily result in a virtual doubling of this important and profitable business. Certainly everything possible is being done at the national level to bring to the attention of dealers everywhere the promotional material necessary to help them cash in on the campaign. Starting this month with Mother's Day, which has become second in importance only to Christmas as a gift occasion for home products, there should be a persistent, persuasive effort on the part of dealers to obtain greater recognition for electric housewares wherever gifts are being considered.

THE very nature of our products—their utility, their labor saving attributes, their enormous public acceptance and popularity, to say nothing of their lasting value, should put them in the forefront of the minds of gift purchasers. To be successful, promotions of this type cannot be waged on a hit or miss basis. Constantly, the suggestion of electric housewares as the ideal gift must be before the public. We have been alerted to Mother's Day, weddings, and Christmas as natural gift occasions but we are not always aware of the special occasions such as birthdays, anniversaries and the like, which go on about us at all times. That is why setting up a special gift department or counter will do much toward realizing this goal of constant suggestion.

The next time you look at that table of assorted electric housewares, remember—

"It's a Gift".

Laurence Wray

EDITOR

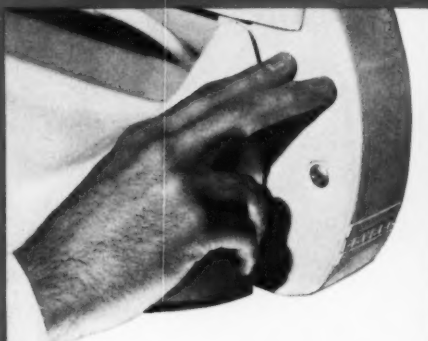
Try this "handy" sales talk to make more washer profits!

• Now's the time to get your hand in for bigger washer profits. Display and demonstrate America's finest washers — the ones equipped with Lovell 77

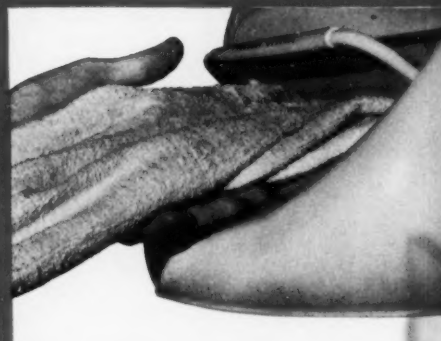
Instinctive wringers. Point out to every prospect just how all these Lovell Wringer features make every washday fast, safe and easy.



PULL AND IT STOPS! The slightest instinctive pull stops the rolls instantly. You get safety without stopping to think!



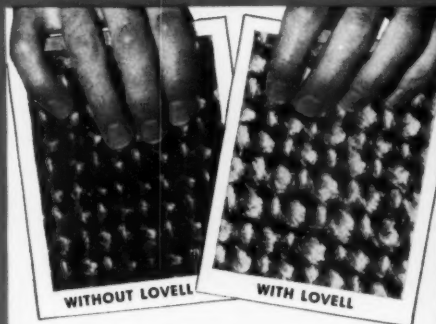
PUSH AND IT SWINGS! A ladylike push swings the wringer to the next operating position. Lovell 77 Instinctive saves time because there's no release lever to grope and fumble for.



DOES HEAVY LIFTING! All Lovell Wringers take hard work off a housewife's hands. 90% of the heavy lifting is done by the wringer.



GENTLE! Lovell's resilient rolls won't break buttons or jam zippers. And they're kind to delicate fabrics, too!



GETS CLOTHES CLEANER! Lovell's Pressure-Cleansing Action gently but firmly removes dirt that may remain in clothes after rinsing.



FAST! Clothes just zip through a Lovell Wringer. While one load rinses, another load is being washed.

LOOK HOW LOVELL WRINGERS ARE BUILT TO WORK BETTER, LAST LONGER!

"GUARDED TOP" CONSTRUCTION gives housewives added protection.

POWER ELECTRIC ROLLS with three laminations of rubber give right cleansing pressure.

HARDWOOD BEARINGS never need oiling, won't stain wash.

SINGLE LEAF SPRING gives balanced pressure.

ALL-STEEL H-type frame prevents twisting or breaking.

WRINGER-TYPE WASHERS ARE YOUR BREAD AND BUTTER . . . THE BEST ARE LOVELL EQUIPPED



**PRESSURE
CLEANSING
WRINGERS**

LOVELL MFG. CO. • ERIE, PA.
also makers of Lovell Drying Units



You can tell the difference... blindfolded!

THAT IS NO EXAGGERATION. Nothing in a refrigerator more clearly shows quality... or the lack of it... than the construction of the freezer chest. And particularly, the across-the-top type... the type that women have come to regard as being practically a small home freezer!

Kelvinator introduced the *first* across-the-top freezer chest... in 1936... and Kelvinator has pioneered in engineering larger capacity, greater efficiency into this type chest. Kelvinator is proud of these achievements... takes pride in building into its freezer chests quality features that are found in *no other brand*.

The result: even a *blindfolded* customer could tell the difference in quality between Kelvinator and other refrigerators!

FIRST, she could tell that there are freezing coils in all four walls... and that the *back* is refrigerated, too... *5 refrigerated surfaces* in all... to provide surer, lower temperatures... safer cold.

SECOND, she could tell that Kelvinator puts a back on its across-the-top chest to keep in the cold, keep out warmth and moisture.

THIRD, she could tell that Kelvinator uses a gasket around the front

edge of the chest against which the door closes... as a further seal.

FOURTH, she could tell that the aluminum Kelvinator uses in this chest has a special reinforcing design... it's not only rustproof... but extra strong, durable and resistant to scratches.

FIFTH, she could tell that Kelvinator encloses the chest with a double-panelled door and its solid "feel" tells her that it's packed with insulation... so the front won't sweat and drip water.

SIXTH, she could even tell from the thick, solid "feel" of the baffle that it's *built right*... it's insulated, too, to prevent sweating and dripping onto the foods below.

The important point to retailers and to their customers is this: *all* of these quality features are built into every Kelvinator *across-the-top* freezer chest model... *regardless of price!*

Yes, there's a *big difference* in Kelvinator quality which you can even tell blindfolded—and in that difference Kelvinator retailers have yet another big reason why the Kelvinator franchise is the most valuable in the appliance industry!

GET MORE...

Get **Kelvinator**

TUNE IN! CBS-TV NETWORK! Kelvinator "Star of the Family" show, starring Morton Downey. See your local paper for time and station.

THE MOST VALUABLE FRANCHISE IN THE APPLIANCE INDUSTRY
ELECTRIC REFRIGERATORS... RANGES... FREEZERS... WATER HEATERS... AIR DRIERS

KELVINATOR • DIVISION OF NASH-KELVINATOR CORPORATION • DETROIT 32, MICHIGAN